How YOU Control TV Programs

TV GUIDE®

LOCAL PROGRAM LISTINGS
WEEK OF MARCH 12-18

15¢

Dinah Shore

as we see it

We have just had National Television Servicemen's Week, during which thousands of honest repairmen were honored and the handful of repair racketeers were hissed. Out of the "Week" came this group of questions for set owners to ask before calling in a serviceman:

1. Does he have a clearly stated flat-rate service charge for house calls, which includes all labor necessary for repairs that can be performed in the home?
2. Does he use nationally advertised replacement parts and tubes, and does he guarantee replacement without charge, should these parts and tubes fail within a reasonable period, usually up to 90 days?
3. Does he use brand-name picture tubes which are sold with the manufacturer's warranty, and does he give you a copy of your guarantee so that you know exactly what protection you have in event of trouble?
4. Does he invite your inspection of his shop? Many technicians do, since they are proud of their equipment and work area.
5. Have your friends and neighbors been satisfied in their dealings with the technician?

There never were too many service racketeers, and most of those who did succeed in bilking the public have been cleared out by the honest servicemen and Better Business Bureaus. If there are any phonies left, they probably would not be able to pass the above five-question test.

And, incidentally, it would be pleasant if we'd all tone down our suspicions and look upon TV servicemen as we do other businessmen with jobs to do and reputations to maintain.

Week of March 12-18
LOCAL PROGRAM GUIDE

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TV GUIDE

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Walter H. Annenberg, *Editor*

Merrill Panitt, *Managing Editor*
Alexander H. Joseph, *Associate Editor*
Harry Harris, *Associate Editor*
Oliver H. Crawford, *Programming Editor*

Michael J. O'Neill, *Advertising Director*
Donald P. Kohn, *Promotion Director*
Henry H. Oschoy, *Circulation Director*

James T. Quirk, *Publisher*

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TV Teletype*

NEW YORK Bob Stahl reports:

JUDY GARLAND is willing to do two TV shows next season--but reportedly at the highest price ever asked by a performer: $500,000 each for two hour-long filmed shows. The cost would cover only talent and production, not network time charges. By comparison, the average hour-and-a-half "spectacular" costs about $300,000, including time charges.

* * *

TALLULAH BANKHEAD may return to TV next fall, in a Best of Broadway play--if Broadway returns. There are rumors the show may be canceled after its final performance this season in May . . . DAVID BROEKMAN, Broadway's musical conductor, composing a dramatic opera for presentation on Danger at the end of this month.

* * *

BETTY CAULFIELD, actress-sister of JOAN (My Favorite Husband) CAULFIELD, scheduled for roles this month on Public Defender and Four Star Playhouse . . . HOWARD LINDSAY and RUSSEL CROUSE working on a half-hour comedy series based on their "Arsenic and Old Lace." To be titled "Larceny and Old Lace," it's scheduled for CBS in the fall.

* * *

LUCILLE BALL and DESI ARNAZ producing their own summer replacement for I Love Lucy. It's a situation comedy titled Girls in Greasepaint and stars ROSEMARIE--erstwhile "Baby Rosemarie," old-time radio star.

* * *

EDWARD R. MURROW's office will produce the summer sub for Person to Person, but has not revealed what the show will be . . . Your Hit Parade, Mama and Our Miss Brooks will be replaced; Medic has scheduled reruns, and reruns will again be on hand for some other shows.

* * *

Author CALDER WILLINGHAM making his TV writing debut on TV Playhouse in April with an unpublished portion of his best-seller, "End as a Man." It's to be titled, "The Blind and the Brave" . . . The story of a world heavyweight champ and his hangers-on, titled "Shadow of the Champ," scheduled for Playhouse Sunday, Mar. 20. JACK WARDEN plays the champ.

* * *

BETTY CLOONEY, who does 15 hours of TV each week via JACK PAAR's Morning Show, finds time on weekends to play a string of one-night personal appearances . . . BETSY PALMER, MARY ASTOR and LARRY BLYDEN head the cast of "$1,000 Window," the MARK HELLINGER story scheduled for Elgin Hour Tuesday, Mar. 22 .

* * *

Need help in filling out your income tax return? T. COLEMAN ANDREWS, Commissioner of Internal Revenue, answers questions on the subject on ABC's College Press Conference Sunday, Mar. 20.

**Trade-mark, Teletype Corp.*

(Hollywood Teletype on Inside Back Cover)

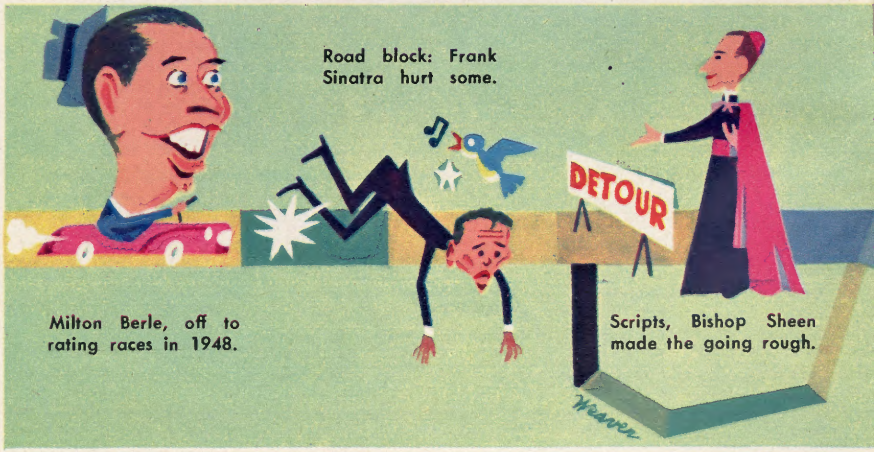
I Love Lucy—on its way in 1951.

First victim: lights out for *Lights Out*.

Hollywood Opening Night soon closed.

The Story Behind

The Race For Ratings



Road block: Frank Sinatra hurt some.

Milton Berle, off to rating races in 1948.

Scripts, Bishop Sheen made the going rough.

Robert Montgomery's *Eyewitness* — dunked.

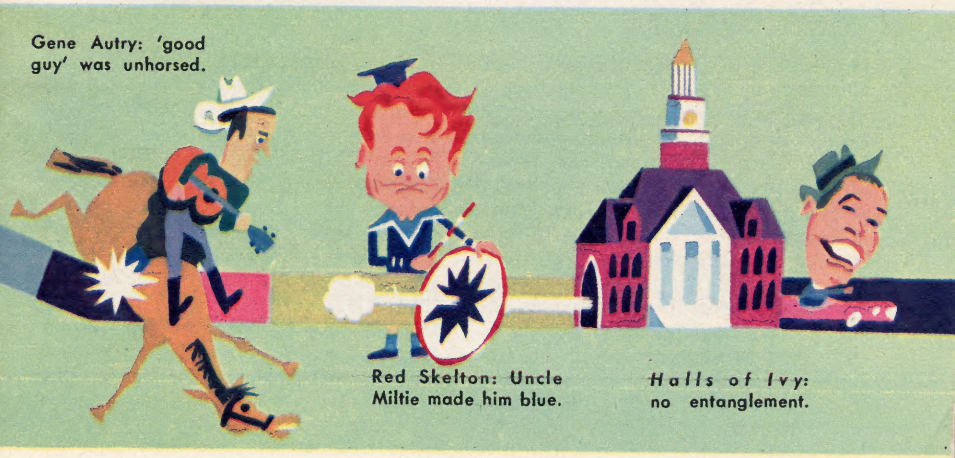
For *The Dennis Day Show*, unhappy days.

Medic: bad medicine — briefly.

Network tacticians are engaged these days in a game of "Rating, Rating, Who's Got the Rating?"

This is one game that's strictly *not* for laughs. On its week-to-week progress hinges the life or death of TV shows and careers.

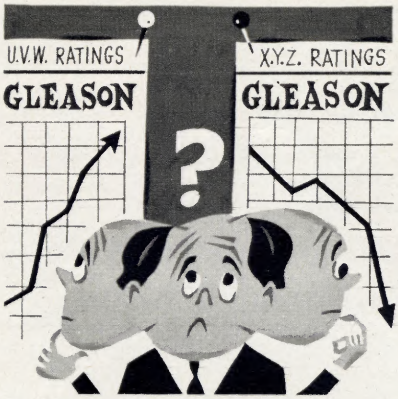
It is a game of move and counter-move, with domination of the magical "Top 10" as its goal. Thus, NBC sets *Medic* opposite CBS' league-leading *I Love Lucy*, hoping to lure just enough of *Lucy*'s following to allow its own *Dragnet* to forge into first place. CBS promptly deploys reinforcement (*Shower of* **continued**



Gene Autry: 'good guy' was unhorsed.

Red Skelton: Uncle Miltie made him blue.

Halls of Ivy: no entanglement.



◀ Ratings often disagree.

Stars and *Climax!*) to keep *Dragnet* dragging.

CBS' Jackie Gleason is perched high atop the Saturday night rating roost. So, according to not-without-fire smoke signals, NBC is planning to move its own zooming Saturday night funnyman, George Gobel, into a time spot directly ahead of Gleason's, hoping that tuning dials will stay put.

These no-holds-barred shenanigans are due to the tremendous importance the networks—and the sponsors and ad agencies which prod them—ascribe to ratings as a popularity index.

Why ratings are considered so vital has puzzled numerous critics and viewers, especially since the various rating systems have dissimilar methods and often dissimilar conclusions.

However, the ratings do give some idea of how *you* feel. The number of listeners who like a show enough to keep tuning it in is all-important to the sponsor, who wants to expose his commercials to as many potential customers as possible. So, by tuning in a program or not tuning it in is how *you* control television.

A respectable rating is not enough. A constant theme among sponsors and ad agencies is "Higher, higher, higher!" This is reportedly one reason Buick decided to switch from Berle to Gleason next season. Berle had been in the hallowed Top 10 all year, usually around fifth or sixth. But at contract-signing time, Jackie Gleason had climbed to the very peak.

The race for ratings also explains why two networks often schedule similar programs at the same time. Examples: *Studio One* vs. *Robert Montgomery Presents; Comedy Hour* vs. *Toast of the Town.* (Network executives deny this, claiming they are out to get top ratings for their shows with no regard to the nature of the competition.)

In view of the nonstop, all-out efforts to topple the toppers, the ability of certain shows to ride high, year after year, is even more impressive.

Take the case of *I Love Lucy.* Until CBS launched the Lucille Ball-Desi Arnaz situation comedy in the fall of 1951, Milton Berle was TV's undisputed kingpin. At *Lucy's* Monday night time, NBC was telecasting *Lights Out,* a suspense series with a Top 10 history of its own. But *Lucy*-lovers quickly became legion. In November, 1951, according to one rating system, the show placed 11th. In December, sixth. In January, 1952, second. In March, first.

From that time until last fall *Lucy* was evicted from top position just once—in April, 1954, when *Dragnet* was king for a single month. NBC programmers summoned all kinds of anti-*Lucy* artillery. In October, 1952, *Lights Out* yielded to *Hollywood Opening Night,* a drama series. Five months later, *Eyewitness,* an offbeat drama show produced by Robert Montgomery, moved in. *Eyewitness'* eye was promptly blacked. In October, 1953, NBC marshalled up *The Dennis Day Show.* Again, no soap. When *Medic* bowed last September, it proved mildly bad medicine for *Lucy.* But *Lucy,* bolstered by guest stars and a

new locale, quickly bounced back.

However, the day seems to be over when huge gaps separate the pacesetters from the rest of the field. As more good programs are fed into the hopper, competition increases for *all* shows. A smaller percentage of the total audience watches any given program. *Lucy*, for example, when it was tops in 1952, drew ratings almost twice as high as those that earned it the No. 1 spot in the latest Trendex.

In their efforts to undermine Milton Berle's ratings on NBC, other networks have thrown just about everything at Uncle Miltie. From the time Berle entered TV in 1948 until *Lucy* zoomed to the top position in 1952, he was always first or close to it. Although Bishop Fulton J. Sheen's *Life Is Worth Living*, telecast on the Du Mont network opposite Berle, might have hurt him for a while, it was program quality, not competition, that caused his brief slump. The astute Berle himself recognized this fact, radically revamped his format, hired Goodman Ace to head a corps of writers and promptly rejoined the leaders.

CBS' myriad moves to lower the boom on Berle began in the spring of 1949 with a show titled *Cross Question*. This was followed in quick order by *Court Is in Session, Film Theater of the Air* (old movies), *Command Post, Film Theater* (again), *Sure as Fate, Prudential Family Theater*, Frank Sinatra (Sinatra plus *Lucy* cost Berle his rating throne), Sam Levenson and *Draw to Win*, more old movies, *Leave It to Larry* and Red Buttons, Ernie Kovacs, more films, Gene Autry and *Wheel of Fortune*, Autry and Red Skelton, Skelton and *Blue Angel* and, currently, *Life with Father* and *Halls of Ivy*.

What does the desperate race for ratings mean to viewers? Hard-to-make decisions on what to watch. But also, in the long run, better programs.

The networks must continue to seek new shows which will appeal so much to *you* that you'll change your tuning habits. In that direction, many feel, can lie nothing but progress.

Which Are Your Favorite Shows?

The various rating systems, of necessity, use limited samples. If you're one of the viewers who wonder, "How come they never ask me?" here's a chance to vote for your favorites.

The five principal rating systems recently listed the following shows among their Top 10's. In alphabetical order, they are:

DISNEYLAND	I LOVE LUCY	THIS IS YOUR LIFE
DRAGNET	I'VE GOT A SECRET	TOAST OF THE TOWN
FORD THEATER	JACK BENNY	TWO FOR THE MONEY
GEORGE GOBEL	JACKIE GLEASON	WHAT'S MY LINE
GODFREY'S TALENT SCOUTS	MILTON BERLE	_____
GROUCHO MARX	OUR MISS BROOKS	_____

Which FIVE shows do you watch most often? Circle your five choices. Additional lines are provided to write in favorites which may not be listed.

MAIL THIS COUPON TO TV GUIDE, P. O. BOX 1199, Philadelphia 7, Pa.

Why Does She Cry?

...To Make You Laugh!

Some of the best weeping on TV occurs not on daytime soap operas, as you might suspect, but on the Monday night *Caesar's Hour* over NBC. It's done by the lovely Nanette Fabray, and since she goes through the facial calisthenics in company with Sid Caesar, the weeping is strictly for laughs.

"I may be corrected on this by some viewers," Nan says, "but I don't think I ever cried for comedy before. The script for one show we did this year called for me simply to become upset when I learned, over the phone, that Sid was sick. And then here's what happened. I started to make a face to simulate crying. Sid spotted the possibilities and said, 'That's fine—let's build on that.' And boy, did we build!"

Nan says her crying bit calls for something like hiccuping or singing staccato notes. "It makes me sick at my stomach because I must press from my diaphragm to make it look right," she said. She has cried on three or four Caesar shows so far, but plans to bypass the routine for awhile so that viewers won't tire of it.

Actually, Nan does not shed real tears when she cries for laughs. She's just a good actress who can simulate weeping through a series of facial contortions. She doesn't even think of anything sad to make her weep. Or, to reverse the old song title, she's crying on the outside but laughing on the inside.

Generally, she starts with a pretty smile. Then, when she hears some bad news (that Sid is ill, for example) or thinks she has done something terrible (such as losing an expensive diamond ring), she starts the weeping. At last, happily, she learns that things are not as bad as they seem. Gradually her sniffling stops and, little by lovely little, her face lights up once more.

Here She Comes . . .

. . . There She Goes . . .

Looking like an animated mattress cover, Sleeping Beauty arrived in NBC studios at Burbank, Cal., one night recently to lie on a couch (below) and be televised on *Truth or Consequences*. Her identity was so zealously guarded that two decoys, similarly arrayed, followed her out of the studio. A small fortune and fabulous prizes awaited the man who could guess her identity. Viewers became eligible to be called by sending to the program their names, addresses and a gift to the March of Dimes.

. . . But Who Is She?

The Show's Going Out Perfectly...

...but how does it look on your set?

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See Caesar's Hour (with Nanette Fabray) and Producers' Showcase Monday nights on NBC Television.

RADIO CORPORATION of AMERICA

TUBE DIVISION HARRISON, N.J.

Lee Phillip: the cloche is not for everyone.

Even Your Husband Won't Laugh

By Lee Phillip

Miss Phillip telecasts over WBBM-TV, Chicago.

When I was six days old, Mother put a bonnet on my head before whisking me home. I've been wearing hats of various sizes, shapes and forms ever since.

But there were times when hat-wearing presented its problems — especially those big, cumbersome and unflattering hats that style dictated we wear a few short years ago.

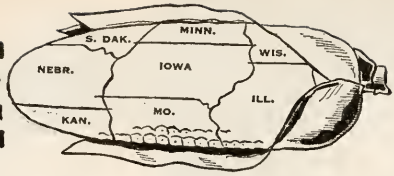
Today's hats are the most simple and sensible since the Indian squaws' single-feather-on-a-band headdress. They have created four basic hat styles that are becoming to women: the Pillbox, the Breton, the Sailor and the Shell.

It's a rare woman who wouldn't look most fetching in any or all. They're the most flattering chapeaux imaginable for the pert, slender woman. And they're equally attractive for the stout damsel—if she extends a simple decoration like a flower or feather from the side of the hat to give dainty width.

Hats have never been more popular with women than they are today—and for good reason. Today's styles are lighter in weight and much more comfortable to wear. They're usually solid in color, feature many new and challenging shades, and are adaptable to every wardrobe.

Oh, yes. Another wonderful aspect to our new hat styles is that they're so good-looking and so sensible that husbands and television comedians haven't been able to ridicule them. In fact, now the shoe is on the other foot (or should I say, the hat is on the other head?) Have you seen those *silly* Tyrolean hats for men?

CORNBELT DATELINE



Les Johnson, manager and vice president of 4 was crowned King of the 17th annual Mardi Gras, sponsored by the junior auxiliary of the Rock Island Visiting Nurse Association. The honor, awarded each year, goes to a citizen who has been outstanding for service to the community.

On Monday, March 14, the *Especially For You* show on 6 will play host to Mrs. Ida Davidowitz, drama critic for one of Israel's leading newspapers, and the leading authority on the theatre in that country. Pat Sundine will conduct the interview.

6's *Make Believe,* with Isabel Bloom, is back on the air again, Thursdays at 5:P.M. Isabel is holding contests for boys and girls in the viewing audience.

Two KCRG-TV staffers will appear in George Bernard Shaw's "Pygmalion," next production of the Cedar Rapids Community Theatre. Sue Darling will play the cockney protege, Eliza Doolittle, and Mrs. Edna Wilson, "Mother Wilson," will play the wife of London speech expert, Professor Higgins. The play opens a five-night run on March 29th.

With 9's proposed power increase to 316,000 watts, the station's signal strength will be increased some 25 times and its present coverage area will be more than tripled.

Tait Cummins' annual "Vacation Contest," which has been a standard feature on his radio sportscasts for the past six years, has now been transferred to television.

Sponsors of Tait's *Sports with Tait* show on 2 (Monday thru Friday, 6:00-6:15 p.m.), have given Tait the go-ahead to allow his television audience to participate in the contest which, if you can pick the winning team in the Boys State Basketball Tournament and, at the same time, come closest to the final score, will give you a free week's vacation at a Minnesota resort. Anyone may enter the contest, with only one entry per team allowed.

In addition to the eight free one-week vacations offered, prizes like wristwatches, sporting equipment and all-weather doors will be awarded to runners-up.

———tv———

Cowboy Whitie

Could you please tell me the name of the theme song of Walt "Whitie" Reno's *Circle 6 Ranch*? Thank you.—*M. V., East Moline, Ill. (The title of the song is "Poco Tempo," or "Fast Time."*—Ed.)

channels listed in program section

2 WMT-TV (CBS) .....Cedar Rapids, Ia.
4 WHBF-TV (CBS) .....Rock Island, Ill.
6 WOC-TV (NBC) .....Davenport, Ia.
7 KWWL-TV (NBC) .....Waterloo, Ia.
9 KCRG-TV (ABC DuM) Cedar Rapids, Ia.
13 WREX-TV (CBS ABC) ....Rockford, Ill.
39 WTVO (NBC DuM) .....Rockford, Ill.

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LaRosa Had "Bad Advice" Says Parker

Frank Parker, a self-styled "professional Irishman," has a deeply ingrained mistrust of lawyers and doctors. He's found that coming into contact with members of either profes sion always causes him trouble

In addition to his dislikes, Parker has some very definite likes and some very clear-cut opinions, many of which were recorded in a TV GUIDE interview with the affable tenor a few weeks ago during a special four-day personal appearance at the Cedar Rapids (Iowa) Ford Auto Show.

Among Frank's dislikes are the rumors from time to time that this or that "little Godfrey" is leaving Arthur to strike out on their own.

"It would be foolish for any of us to leave Godfrey," Frank asserted. "Godfrey has built us. He promotes us. Once you leave the show, you lose all that publicity--and the steady work too."

Parker, who carries himself with a dignity that only years, hard work and experience, not heights of fame and fortune, can give a man, candidly admits that "little Godfrey" guest appearances around the country are a testing ground for the popularity and appeal of Arthur himself. As he explained it: "I'm out here to see if they are watching our program and if they like it."

Frank has mixed feelings about LaRosa. "He's a nice kid and I like him very much," he told TV GUIDE, "but he got some very bad advice. It was very unfortunate, his hiring the lawyer and all that. After all," he asked, "who needs a laywer when you're working for Godfrey?"

The veteran singer feels that there were two main reasons for LaRosa's abrupt departure from the Godfrey crew.

First, he thinks the jump in salary (from less than $200 per month to over fifty thousand per year) may have overly impressed a very young and inexperienced LaRosa.

Secondly, Frank believes that Julius, not conditioned to the crowd and the enthusiasm of his bobby-soxer fans, got an erroneous opinion of his value as a singer. "All those youngsters making swooning noises probably made him think: 'I must be pretty good.' "

Frank is pleased that LaRosa is doing so well on his own. The big question in his mind seems to be: "How long will it last?"

Parker, who, in the past, has worked with personalities like Fred Allen, Jack Benny and Bob Hope, feels that a show like Godfrey's is the best possible berth for a performer.

(Continued on page A-19)

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TV GUIDE

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TV Programs

FOR THE WEEK BEGINNING MARCH 12, 1955

SATURDAY
MORNING

9:00 6 7 Pinky Lee Show
Pinky and his gang appear in a half-hour of frolic and song. His cast includes: 11-year-old singer Susabelle, comedian Jack McCoy, Jimmy "Mr. Grumpy" Brown and Pizza Pete.

9:30 4 Smilin' Ed's Gang—Stories
"The Little One." Gunga saves a baby elephant from being killed by an animal poacher. Nino Marcel, Paul Richards. (Film)

6 7 Winchell and Mahoney
Mary Ellen Terry leads the gang in plans to remodel the clubhouse, with lace curtains and all the fixin's. She joins Paul and Milton Delugg to sing "It's a Most Unusual Day." Knucklehead Smiff tells the audience "how a frog grows."

10:00 4 13 Winky Dink
Jack Barry and Winky help their viewers draw the wooden shoe used by Wynken, Blynken and Nod. Then Jack takes another dancing lesson from Madame Fifniff, whom the children obligingly draw. Chapter 2 in Winky and Dusty Dan's adventures with the saboteur.

6 7 Funny Boners—Kids
Jimmy and Webster sing "Never Smile At a Crocodile," in an African setting. Ten more winners in the "Jacks" contest will be announced. (Hollywood)

10:30 4 Captain Midnight
"Deadly Diamonds." Capt. Midnight, Tut and Ikky follow the trail of a gang that has been smuggling diamonds across the Mexican border. Richard Webb, Sid Melton and Olan Soule.

6 7 Space Cadet
"The Mystery of the Missing Mail Ship." A former solar guard captain, who's been dismissed from the service, has stolen a mail ship. The cadets must stop his new space-raiding career. Tom Corbett: Frankie Thomas. Astro: Al Markim. T. J. Thistle: Jack Grimes.

13 Smilin' Ed's Gang—Stories

11:00 4 13 Big Top—Variety
From Philadelphia, ringmaster Jack Sterling introduces:
Trapeze artists ..... Rudis
Dogs ..... Baudy's Great Danes
Wire dancer ..... Lolita
Gymnastics ..... Tubby & Spatz
Aerialists ..... Smetonas

6 7 Mr. Wizard—Science
"Take Another Look." Mr. Wizard (Don Herbert) and Betsy (Susan Levin) learn that you don't always see what you think you see, when they investigate optical illusions. (Chicago)

11:30 6 Film Subject

11:45 6 Industry on Parade

AFTERNOON

12:00 2 TV Almanac

4 13 Lone Ranger—Western
"Gold Train." As the result of mistaken identity, the Lone Ranger is thrown into jail as a masked desperado. He must convince the authorities of his innocence! (Film)

6 Travel Time

7 News and Farm Picture

12:30 2 4 Uncle Johnny Coons
We see the 1920 silent film, "Sneezing Breezes," with Billy Bevan and Andy Clyde. A cab driver helps a deposed king regain his kingdom. After the film, Johnny becomes a king himself by trading his chef cap for a crown. But Johnny learns that being a king is not an easy job. (Chicago)

6 Adventures in Music, Art

7 Shinin' 7 Ranch

13 Come and See

12:45 13 Saturday Surprise

1:00 2 13 What in the World?
There's a special treat today as the panelists are asked to identify museum pieces previously used on the British version of "What in the World?" After they've taken their turns, viewers will see, via film, how the Englishmen made out with the same objects. U.S. panel: sculptor Jacques Lipchitz, archeologist Alfred Kidder and Richard Ettinghausen of the Freer Gallery, Washington, D.C.; Froelich Rainey, moderator.
4 Super Circus—Variety
6 Saturday Matinee—Movie
1:30 2 4 13 Youth Takes a Stand
Giving their views on the news of the day are high school students: Kathleen Conway of Our Lady of Mercy Academy, from Syosset, N.Y.; John Grant of the Kingswood School, from West Hartford, Conn.; Franklin Robinson of the Moses Brown School, from Providence, R.I.; and Patricia Ann Smith of Mount St. Agnes High, from Baltimore, Md.
1:45 7 Industry on Parade
2:00 2 4 13 Pro Basketball
SPECIAL The Harlem Globetrotters, one of the greatest crowd-pleasing teams in the history of sport, meet the Washington Generals, an all-star professional quintet, at the Great Lakes Naval Station, Chicago, Ill. The Trotters led by the amazing "Goose" Tatum, depend on Walter Dukes and Leon Hillard to supply their scoring punch. The Generals feature seven-foot Bill Spivey, the former All-American from Kentucky. Jack Drees reports the action.
6 7 39 Pro Basketball
The Fort Wayne Pistons vs. the Syracuse Nationals, from Syracuse. Marty Glickman and Lindsey Nelson report.
3:30 2 Featurette
3:40 4 Saturday Western—Movie
3:45 13 Film
4:00 2 Saturday Double Feature
6 Big Picture—Army Film
13 Facts Forum
4:30 6 Western Playhouse-Movie
7 Western Theater—Movie
9 Cowboy Club—Movie
13 Soldier Parade—Talent
4:40 4 Film Subject
5:00 4 The Christophers—Religion
13 Hopalong Cassidy
39 Film Fill
5:30 4 Ramar of the Jungle
6 Station FUN-TV—Talent
9 TV Auction
39 Six Gun Playhouse
5:45 9 Music Hall Varieties

EVENING

6:00 4 Film Subject
6 Roy Rogers—Western
7 This Is the Life
9 News and Weather
13 Disneyland—Features
39 To Be Announced
6:15 2 Saturday News, Weather
9 Public Prosecutor—Drama
6:30 2 4 Beat the Clock—Quiz
6 39 Horace Heidt
The Show Wagon journeys to Chattanooga, Tenn., to salute the city and its local talent. Folk singer Eddy Arnold is Heidt's guest.
7 Facts Forum
9 Big Picture—Army Film
7:00 2 4 13 STAGE SHOW
While that good Gleason group lays off for two weeks, the fabulous Dorseys, Tommy and Jimmy, present their band and guest entertainers. Kate Smith heads tonight's lineup, which includes the harmonizing De Marco Sisters, tap-dancer Bunny Briggs, the jug-

It's after 6 o'clock. Long Distance rates are lower now
Isn't there someone you'd like to call? Rates are lower every night and all day Sunday.
DES MOINES TO DENVER . . . $1.10
Station-to-Station rate for first 3 minutes. Plus tax.

gling Piero Brothers and comic Charles Manna. Jazz pianist and orchestra leader, Count Basie, performs "One O'-Clock Jump."

(Ed Norton [Art Carney] is on vacation this week, but next week he's on the cover of TV GUIDE. Art looks back at his beginnings in show business. Carney reveals how he built his comedy techniques now used to such fine advantage in "The Honeymooners" sketches.)

6 39 MICKEY ROONEY

Mickey impersonates a network producer in the office's annual hijinks show. He even discovers a great new star! (Film)

CAST

Mickey Mulligan .....Mickey Rooney
Nell Mulligan .....Claire Carleton
Joe Mulligan .....Regis Toomey
Freddie .....Joey Forman
Mr. Brown .....John Hubbard
Pat .....Carla Balenda
Betty Lou .....Connie Van

7 MAIN EVENT WRESTLING

9 DOTTY MACK—Music

7:30 6 39 THIS IS HOLLYWOOD

Stunt girl Queenie Dugan puts her high-stepping skills to good use as she attempts to run away from a berserk man. The merry chase leads through city streets, across rooftops and back again. Queenie: Mitzi Green.

8:00 2 4 13 TWO FOR THE MONEY—Quiz

6 7 39 CONNECTICUT YANKEE—Musical

COLOR Max Liebman presents the Rodgers & Hart musical, "A Connecticut Yankee," inspired by the Mark Twain tale. It tells of a modern-day groom-to-be who is projected back in time to the days of King Arthur. There, the people he knows at home assume the identities of the characters about the round table and their lady-loves.

CAST

Martin Barrett .....Eddie Albert
Sandy .....Janet Blair
Merlin .....Leonard Elliott
Morgan LeFay .....Gale Sherwood
Sir Kay .....John Conte
King Arthur .....Boris Karloff

ACT I

Scene 1. Hartford, Conn., Banquet Hall. Scene 2. Road to Camelot. Scene 3. King Arthur's Banquet Hall. Scene 4. Courtyard of Castle.

ACT II

Scene 1. A Factory. Scene 2. The "Gleamo" Factory. Scene 3. Factory Switchboard. Scene 4. Factory Courtyard.

ACT III

Scene 1. Road to Morgan LeFay's Castle. Scene 2. Castle Interior. Scene 3. Hartford Banquet Hall.

9 OZARK JUBILEE—Music

8:30 2 RACKET SQUAD—Drama

4 MY FAVORITE HUSBAND

The Coopers take a cruise to Hawaii and learn some interesting facts about shipboard romance. Joan Caulfield, Barry Nelson. (Hollywood)

13 CITY DETECTIVE—Mystery

9:00 2 4 13 PROFESSIONAL FATHER—Comedy

The Wilsons never realized how much they depended on their housekeeper until she decided to take a vacation.

9 TO BE ANNOUNCED

9:30 2 4 13 WILLY—Comedy

Willy doesn't know how close to the performing arts she'll come when she sets off for New York to be the legal counsel to a vaudeville organization.

CAST

Willy ..... June Havoc
Walter ..... Lloyd Corrigan
Hal Kenfield ..... Scott McKay
Perry Bannister ..... Hal Peary

6 7 39 HIT PARADE—Music

Snooky Lanson, Gisele MacKenzie, Dorothy Collins, Russell Arms and the Raymond Scott orchestra join the Hit Parade dancers and singers to present the top seven tunes of the week. The extras are a salute to St. Patrick's Day: Snooky sings "Harrigan" and the dancers perform to "Irish Washerwoman."

10:00 2 PUBLIC DEFENDER—Drama
4 QUAD-CITIES ON CAMERA
6 LIFE OF RILEY—Comedy
7 LIFE BEGINS AT 80—Panel
9 NEWS
13 "13" PRESENTS
39 NEWS IN REVIEW

10:05 9 MOTOROLA THEATER

"Two Dollar Bettor." A banker's first visit to the race track leads to disaster. John Litel, Marie Windsor, Steve Brodie, Barbara Logan.

10:10 39 TO BE ANNOUNCED

10:15 4 TEXAS RASSLIN'

10:25 39 TO BE ANNOUNCED

10:30 2 CHRONOSCOPE—Panel
6 PEOPLE ARE FUNNY
7 LATE SHOW—Movie
13 SATURDAY NIGHT THEATER

10:45 2 MIDWEST THEATER—Movie

"Dishonored Lady." An art director is accused of murdering her former boy friend. Hedy Lamarr, Dennis O'Keefe, John Loder, William Lundigan.

11:00 6 Main Event Wrestling

11:15 4 Late News, Weather, Scores

11:30 7 Late News Capsule

12:00 6 Weekend Summary
13 News

12:10 6 Coming Attractions

GALA 90-MINUTE MUSICAL!

THE RODGERS & HART HIT
"A CONNECTICUT YANKEE"

IN BLACK AND WHITE!

STARRING
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and JANET BLAIR
with GALE SHERWOOD
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Saturday Evening
MAR. 12
OVER THE
NBC-TV Network

MORNING

10:00 6 Town Hall Meeting

10:30 6 The Christophers—Religion

10:45 2 What's Your Trouble?
Dr. and Mrs. Norman Vincent Peale.

4 This Is the Life—Religion
Life with the Fisher family.

13 The Christophers—Religion

11:00 2 13 Winky Dink and You
Mr. Bungle and Winky play a trick on Jack Barry, using his X-ray machine. Winky shows Jack his magic pencil. The sixth episode of Mike McBean and the pirates in the War of 1812.

6 What's Your Trouble?

11:15 4 Film Subject

6 Our Good Earth

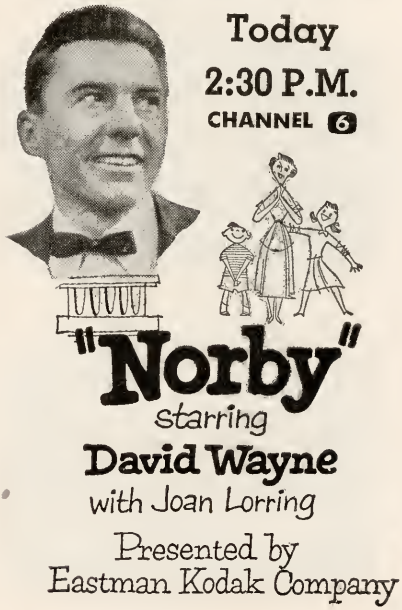
11:25 4 Professor Pet—Children

11:30 2 4 Contest Carnival

6 This Is the Life—Religion

13 What's Your Trouble?
Dr. and Mrs. Norman Vincent Peale.

11:45 13 Plumb Level and Square



AFTERNOON

12:00 2 Sunday Show

4 The Christophers—Religion

6 7 39 Princeton '55
"Atomic Energy: Weapon for Peace" is the title of Dr. Hubert Alyea's talk on the growth of ideas which led to the atomic bomb.

13 Faith for Today—Religion

12:15 4 Film Subject

12:30 4 Sunday Afternoon Theater

6 7 39 Frontiers of Faith
Discussing "Training for the Ministry" are: John D. Rockefeller III; Nathan M. Pusey, President of Harvard U.; Liston Pope, Dean of Yale Divinity School; and Dr. Ralph Sockman of Christ Church Methodist, N.Y. Dr. Eugene Carson Blake moderates.

13 M.D.—Health Program

12:45 13 Town Hall Meeting

1:00 2 TV Feature

6 7 39 American Inventory
"Everybody's Business" is a dramatization of the efforts of a young couple to augment their savings through investment.

1:15 13 Bar Association

1:30 2 13 Face the Nation
Sen. Warren G. Magnuson (D., Wash.) chairman of the senate Interstate and Foreign Commerce Commission, faces a panel of newsmen. Ted Koop moderates. (Washington)

6 7 39 Youth Wants to Know
Sen. J. William Fulbright (D., Ark.) answers questions put by teen-agers. Stephen McCormick moderates from Washington, D.C.

2:00 2 4 13 Now and Then
Dr. Frank Baxter discusses English poet-dramatist-critic Ben Jonson (1572-1637). Jonson, author of many plays, including "Volpone," and of several poems, was "King's Poet" for James I and Charles I. (Hollywood)

6 7 39 Conversations
Eamon De Valera, former prime minister of Eire, and at present leader of the opposition to the Irish Parliament, is interviewed in the office at Leinster

House, Dublin. His visitor is Curtis Baker Bradford, on leave from Grinnell College to teach in Dublin.

2:30 2 13 Adventure—Education

"The Northwest Indian." Charles Collingwood talks with Dr. Harry Tschopik about the lost art and culture of the northwest indian. The changing philosophies of the tribes are shown through films, exhibits and a shadow play about a feud between two chiefs.

4 Name's the Same

6 Norby—Comedy

7 Superman—Adventure

9 This Is the Life—Religion

2:45 9 Reading of the Rosary

3:00 2 Citizen Dave Douglas

4 Life with Father—Comedy

6 39 Juvenile Jury—Panel

7 9 This Is the Life-Religion

13 American Week—Panel

3:30 2 The Search

Viewers listen in as people with marital problems ask the help of the Marriage Council of Philadelphia. Dr. Emily Mudd, the council's director, points out that people often take it for granted that they have the qualifications to make good mates. Charles Romine narrates. (Film)

4 Citizen Dave Douglas

6 Zoo Parade—Animals

Marlin Perkins and his guest, Dr. Bergen Evans, moderator of DuMont's "Down You Go," discuss "How the Animals Got Their Names."

7 Songs and Homes

9 Oral Roberts Healing Waters

13 How Does Your Garden Grow?

39 This Is the Life

4:00 2 4 Omnibus—Variety

The drama department of Baylor University (Waco, Tex.) presents its experimental production of "A Different Drummer," by its playwright-in-residence, Gene McKinney. Two of the leading roles are played by Baylor students Clu and Miriam (Mrs.) Gulager; other roles by a professional cast headed by Martha Scott. It's the story of a young man who rebels against family respectability to establish his own identity. He daydreams of himself as a prizefighter and a jazz musician. Three separate speaking choruses will represent the hero's subconscious, the townspeople and objective commentary. Former champ Jack Dempsey plays himself.

CAST

Royal Barnhill .....Clu Gulager
Mrs. Barnhill .....Martha Scott
Jack Dempsey .....Himself

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SUNDAY—Ch. 6 39—4:30 P.M.

Melba Lou Jenkins ...Miriam Gulager
Mr. Barnhill .....Royal Beal
Mrs. Buxley .....Margaret Hamilton
Jessie .....Harry Townes
Jenkins .....John Alexander
Al .....Arny Freeman
Mr. Buxley .....Jacques Aubuchon

The series on anatomy is continued today with an examination of the heart. The development of the heart in the body, and latest research on the heart will be demonstrated.

Today will also mark the first installment of a series on American boyhoods. Recalling the horse-and-buggy era of his Iowa youth, this afternoon, will be nationally prominent attorney Joseph N. Welch, who was counsel for the army during last year's Army-McCarthy hearings.

(Sunday is culture day on TV. See story on page 18.)

6 7 39 Hall of Fame

"The Catalyst," by Helene Hanff. Edward Livingston, a staid lawyer member of a Revolutionary War family, aided the Lafitte family of New Orleans in regaining property taken from them unlawfully. Later, as aide-de-camp to Andrew Jackson in the War of 1812, he was able to put his friendship with the Lafitte's pirate son, Jean, to good use.

9 Jackson and Jill—Comedy

13 Talent Parade—Variety

4:30 6 39 Captain Gallant

Capt. Gallant and his legionnaires teach a lesson to a brash recruit. The newcomer fails to realize the value of teamwork. Capt. Gallant: Buster Crabbe. Novak: John Nash. Also featured are: Cuffy Crabbe, Fuzzy Knight and Gilles Queant. (Film)

7 Film Subject

9 Super Circus—Variety

5:00 2 7 39 Meet the Press

9 Johnny Mack Brown

13 Sunday Afternoon Feature

5:30 2 13 You Are There-History

We witness "The Death of Socrates" in 399 B.C. Walter Cronkite and his newsmen take us to various parts of Athens to view the reaction of the philosopher's friends and enemies to his death sentence for "corrupting the youth of Athens." (Film)

CAST

Socrates .....Barry Jones
Aristophanes .....E. G. Marshall
Crito .....Shepperd Strudwick
Phaedo .....Michael Higgins
Apollodorus .....Richard Kiley
Plato .....John Cassavates

4 Halls of Ivy—Comedy

6 Range Rider—Western

7 Dollars for Scholars

39 Roy Rogers—Western

"The High-graders of Paradise Valley." The unscrupulous owner of the Paradise Mine accuses his partner of stealing. But Roy has reason to believe that the wrong man is being implicated. Dale Evans, Pat Brady. (Film)

5:55 9 TV Close-ups

EVENING

6:00 2 Life of Riley—Comedy

4 Lassie—Drama

"The Inheritance." Jeff inherits Lassie from a relative but is puzzled by his new pet's strange behavior. She keeps returning to her former home. (Film)

CAST

Jeff .....Tommy Rettig
Ellen .....Jan Clayton
Gramps .....George Cleveland
Lawyer Brown .....Erville Alderson

6 Meet Corliss Archer

7 39 People Are Funny

One contestant is asked to beg the price of a bus ticket to Pismo Beach. Last week's hamburger peddler tells how business has been. Art Linkletter finds out who really is the boss of the average family. (Film)

9 You Asked for It—Requests

Art Baker introduces a film tour of the Statue of Liberty, a visit with aerialist Marie Cutten, an exhibit of phony "cure-all" machines, and an answer to the old question, are elephants afraid of mice? (Film)

13 Kit Carson—Western

6:30 2 4 13 Private Secretary

Susie anticipates a most magnificent gift from her boss to celebrate her an-

niversary on the job. She'll have to do something to reciprocate. Susie: Ann Sothern. Peter Sands: Don Porter. Vi Praskins: Ann Tyrrell. (Film)

6 39 Mr. Peepers—Comedy

Robinson and Nancy go to visit the Remingtons with the happy news that their little girl is to be a mother. They're especially wary because of Wes's warning about over-enthusiastic grandparents. Wally Cox and Pat Benoit are the Peepers. Ernest Truex and Sylvia Field are the Remingtons. Tony Randall plays Wes.

7 Inner Sanctum

9 Playhouse—Polly Bergen

"Wait for George." A farm woman whose husband is away from home finds herself in danger when her brutal handyman demands wages-in-full at once. (Film)

CAST

Lyddie Hampton . Josephine Hutchinson
George . . . . . Walter Baldwin
Dr. Bryce . . . . . Frank Ferguson
Burt . . . . . Norman Leavitt

7:00 2 4 13 TOAST OF THE TOWN—Variety

Sullivan celebrates St. Patrick's Day a mite early by traveling to Chicago Stadium to see the Ice Capades of 1955. Its star, Donna Atwood, and the troupe perform a special Shamrock Day number. Ed's brought members of the Irish Festival Singers from Dublin to join in tonight's celebration. Other guests include: pianist-comedian Victor Borge; singer Teresa Brewer; juggler Rudy Horn; and Vernon & Bumpy, child acrobats, and their father.

6 7 39 COMEDY HOUR

Singing host Gordon MacRae greets comedians Bud Abbott and Lou Costello in their first "Comedy Hour" appearance hereabouts this season. Actress Debra Paget performs a portion of the dance from her night-club act. Carl "Bobo" Olson, middleweight champion of the world, challenges "Crusher Costello" to a bout. (From Hollywood)

9 KEY TO THE AGES—Art

Springboard for tonight's discussion is "Across the Wide Missouri," Bernard De Voto's history of the fur trade in the 1830's. Special guest Wilbur H. Hunter, Jr., of the Peale Museum, joins Theodore Low and Robert Enequist, all of Baltimore, where show originates.

7:30 9 EISENHOWER PRESS CONFERENCE

8:00 2 THE STAR AND THE STORY

4 13 G.E. THEATER—Drama

Program supervisor Ronald Reagan doubles as star of "War and Peace on the Range," freely derived from Tolstoi. It's the saga of a movie producer assigned to his first epic—a western, introducing a girl being groomed for stardom. (Film) (A preview of Henry Fonda's forthcoming appearance on the show on page 20.)

6 7 39 TV PLAYHOUSE

"My Lost Saints," by Tad Mosel. Gradually, Kate, the Hallets' maid, has taken over the running of the household and the affairs of its inhabitants. Her loyalties are divided when her mother, a Polish farm woman, arrives for a visit.

Kate . . . . . Eileen Heckart
Mama . . . . . Lili Darvas
Mrs. Hallet . . . . . Barbara Robbins
Mr. Hallet . . . . . Richard Keith
Kitty . . . . . Tirrell Barbery

9 COLONEL MARCH—Mystery

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8:30 2 4 STAGE "7"—Drama

Pat O'Brien stars in "The Greatest Man in the World." An unhappy garage mechanic is idolized by his son even though he considers himself a failure. A problem arises when the young boy learns that everyone does not share his high opinion of his father. (Film)

Dan Jennings .....Pat O'Brien
Todd Jennings .....Billy Chapin
Mrs. Jennings .....Ann Doran

9 TO BE ANNOUNCED

13 TREASURY MEN IN ACTION

9:00 2 4 13 FATHER KNOWS BEST—Comedy

"Father Delivers the Paper Route" while Bud nurses a strained sacroiliac. After giving Bud a lecture on efficiency, Jim finds himself battling the elements to get the neighborhood papers there on time. (Film)

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CEDAR RAPIDS, IOWA

Also available at all Sears Stores

6 7 39 LORETTA YOUNG

"Dateline—Korea." A newspaperwoman assigned to cover postwar Korea takes little personal interest in her work until she meets a little orphan girl and becomes involved in the mechanics of a book club. (Film)

Jackie McKeevey .....Loretta Young
Bud Martinson .....Don Haggerty
Ak-Sun .....Vicki Lee

Maj. Gen. Charles W. Christenberry, president of the American-Korean Foundation, reports on the work of his organization.

9 BREAK THE BANK—Quiz

9:30 2 4 13 WHAT'S MY LINE?

6 7 39 BOB CUMMINGS

"The Rival Photographer." Bob learns that he's got a competitor. Someone he knows only by the name, "Portraits by Alex," is trying to woo his clients away from him. (Film)

9 MARK SABER—Mystery

10:00 2 COLE McMARTIN—News

4 U.S. STEEL HOUR—Drama

"Man in the Corner," starring Jack Carson as a "nice guy," dependable, easy-going and a soft touch, so his friends, his family and his co-workers took advantage of him.

6 NEWS AND SPORTS

7 WEATHER—Duane Hunting

9 WHAT'S YOUR TROUBLE?

13 WEATHER

39 FEATURE MOVIE—Film

10:05 7 NEWS—Nick George

13 NEWS—Natl. and Internatl.

10:15 2 CRESCENT THEATER—Movie

"The Sundowners." An outlaw decides to help combat a group of cattle rustlers. Robert Preston, Cathy Downs.

6 CALL THE PLAY

10:20 7 SPORTS—John Bowles

13 SPORTS

10:30 6 CHANNEL "6" THEATER

7 LATE SHOW—Movie

13 CHRONOSCOPE—Panel

10:45 13 MOVIE TIME—Film

11:00 4 News, Weather, Scores

11:30 6 Coming Attractions

7 Late News Capsule

12:00 13 Late News

MORNING

7:00 4 Morning Show—Jack Paar
Charlie Applewhite joins the Paar family as a permanent vocalist. Violinist Maria Neglia and comedian Johnathan Winters are the guests. Paar and the cast do some more announcers' fluffs.

6 7 Today—Garroway

8:25 4 News and Weather

8:30 4 Morning Show—Jack Paar

8:45 2 Tower Preview

9:00 2 Early Show—Movie

4 Garry Moore—Variety
Easter Bonnets ....Garry, Denise Lor
Visit from Jennifer Adams ..... Durward Kirby
"Ugh, Could I Hug You" ..... Denise, Ken Carson

6 7 Ding Dong School—Kids
Dr. Frances Horwich as teacher.

9:30 4 Arthur Godfrey Time

6 Way of the World—Serial
Prof. Hodgkins and Janice have something to say about Tom and Jane.

7 Film Subject

9:45 6 7 Sheilah Graham
Miss Graham's guest of the week is song-and-dance star Dan Dailey.

10:00 2 Arthur Godfrey Time

6 7 Home—TV Magazine
California Sportswear ...Natalie Core
Flower Arrangements. Will Peiglebeck
Music for Children .....Don Gillis
Fireplaces in Literature. Paul MacAlister

10:15 13 Good Morning Film

10:30 2 4 13 Strike It Rich—Quiz
Helping Hand: actor Liam Redmond, starring on Broadway in the Paul Vincent Carroll comedy, "The Wayward Saint."

11:00 2 4 13 Valiant Lady-Serial
Helen goes to Bloomfield to see Bonny.

6 7 Tennessee Ernie—Music

11:15 2 4 13 Love of Life—Serial

11:30 2 4 13 Search for Tomorrow—Serial

6 7 Feather Your Nest-Quiz
A kitchen is the big prize today.

11:45 2 4 Guiding Light—Serial

13 Just for You

AFTERNOON

12:00 2 Noon News—Bill Roberts

4 The Inner Flame—Serial
Lt. Mitchell continues to search for the typewriter. Sidney Armus. The authors have decided to rename "Portia Faces Life." Under its new title, "The Inner Flame," it will continue to follow the adventures of the Mannings. The cast, too, remains the same.

6 Rural Roundup—Bill Gress

7 News and Farm Picture

13 Markets and News

12:10 2 Weather and Markets

12:15 2 13 Road of Life—Serial

4 Farm Almanac

6 At Home—Mary Marshall

12:30 2 4 Welcome Travelers

6 Especially for You—Ladies

7 Movie Matinee

13 Coffee Time Playhouse

1:00 2 4 13 Robert Q. Lewis
COLOR "We Love TV" .....Cast
"Softly, Softly" .....Jaye P. Morgan
"No Strings" .....Don Liberto
"Merry Widow Waltz" ..... Earl Wrightson, Lois Hunt
The Stage Hand..Actor Tom Mahoney

6 Movietime Matinee—Film

1:30 2 Home Fare—Ladies

4 Linkletter's House Party

13 Party Line 13

2:00 2 4 13 Big Payoff—Quiz
In honor of St. Patrick's Day, each member of the audience will be given a deed to a square foot of land in Ireland.

6 7 Greatest Gift—Serial
Arthur telephones Fran, but she won't answer the phone. Janet Ward.

2:15 6 7 Golden Windows
Charles demands to see Carl Grant.

2:30 2 4 13 Bob Crosby—Music

6 7 One Man's Family
Beth and Paul go to join Hazel and Bill.

2:45 6 7 Miss Marlowe—Serial
Kit makes a shocking revelation about her past. Chris White.

3:00 2 4 Brighter Day—Serial
Crystal warns Larry that Sharky is implicating him in the murder.

6 7 39 **Hawkins Falls**
Theresa Mayberry witnesses an argument at the Mulvane home.
13 **Pleasure Time**
3:15 2 4 13 **Secret Storm—Serial**
6 39 **First Love—Serial**
Petey makes a request of Zach.
7 **School of the Air**
3:30 2 4 **On Your Account—Quiz**
6 7 39 **Mr. Sweeney**
13 **Meditation Time**
3:35 13 **Let's Talk It Over**
3:45 6 7 39 **Modern Romances**
"Out of the Past." A new singing sensation is unable to make any records because her night-club boss won't release her from contract.
13 **Betty and Suzy**
4:00 2 **TV Playschool—Children**
With Miss Betsy Widmer.
4 **Frankly Feminine—Women**
6 7 39 **Pinky Lee—Variety**
9 **Mother Wilson's Kitchen**
13 **Roddy Mac Show**
4:30 2 **Corral Club—Marshal Jay**
4 **Magic Carpet**
6 7 39 **Howdy Doody**
Howdy plans a new election when Dilly Dally resigns as mayor of Doodyville.
9 **Cowboy Club—Movie**
13 **Stand By for Action**
5:00 6 **Story Time—Children**
7 **Early Show—Movie**
13 **Trail Tales—Children**
39 **Fun Time—Children**
5:25 9 **Crusader Rabbit—Cartoon**
5:30 2 **Hopalong Cassidy**
4 **The Buddies—Music**
6 **Circle "6" Ranch-Cowboys**
9 39 **Captain Video—Space**
13 **Superman—Adventure**
5:45 4 **News and Weather**
9 **Music Hall Varieties**
39 **Dick Russell Show**

EVENING

6:00 2 **Sports with Tait Cummings**
4 **Norman Clayton—Music**
7 **News—John Bowles**
9 **Iowa Newsreel**
13 **Kukla, Fran and Ollie**
39 **Early Edition—News**
6:10 6 **Four Star Sports—Hal Hart**
6:15 2 **Dateline Iowa-Bill Roberts**
6 **Four Star News-Bill Mason**
7 **Weather—Chet Behrman**
9 **John Daly—News**
13 **Weather, Sports, News**
39 **Sports Hi-Lites**
6:20 7 **Sports—John Bowles**
6:25 2 **Weather Roundup**
6 **Weather Tower—Danico**
39 **TV Weatherman**
6:30 2 4 13 **Doug Edwards**
6 39 **Tony Martin—Music**
Tony opens with "All of You." His other tunes: "Sincerely" and "Do, Do, Do." The Interludes offer "Tweedle Dee Dee." (Hollywood)
7 **Film**
9 **Kenny Hofer—Variety**
6:45 2 **Can You Name It?—Quiz**
4 13 **Perry Como—Music**
The tunes of Perry and the Ray Charles singers include: "Manhattan," "Sincerely" and "Door of Dreams."
6 39 **News Caravan-Swayze**
7:00 2 **FEATURETTE**
4 **BURNS & ALLEN—Comedy**
Gracie's addition may be bad but her logic is worse. She puts two and two together and gets five reasons why a visiting, husband-hunting countess has set her cap for neighbor Harry Morton.
6 7 39 **SID CAESAR**
It's review time again. The gang joins in a "commuters" sketch in which our hero, Bob Victor (Sid Caesar), is challenged to a scrabble game by his pal (Carl Reiner). Bob's been a bit too boastful about his extensive vocabulary. In another sketch, Sid, as Pierre, the French waiter, tries his best to uphold dignity of the "Maison Rouge."
9 **DOLLAR A SECOND—Quiz**
13 **MAYOR OF THE TOWN**
7:15 2 **STYLE SHOW**
7:30 2 **MR. DISTRICT ATTORNEY**
4 **TALENT SCOUTS—Variety**

9 13 CONCERT—Pelletier

The voice of Jerome Hines, bass, is blended with the orchestra and chorus led by Wilfred Pelletier.

Program: Mr. Hines:

"Irish Eyes Are Smiling"...Ernest Ball
"Mood for Love" .....Jimmy McHugh
"Son Lo Spirito" ("Mefistofele")...Boito
"Every Day Is Ladies' Day"...Herbert

Chorus

"St. Patrick's Day" .....Trad.
"Great Day for the Irish".Roger Edens

Orchestra

"Girl I Left Behind Me" ....Anderson
Third Mvt., Sixth Symph.. Tchaikovsky

8:00 2 4 13 I LOVE LUCY

"The Hedda Hopper Story." Lucy decides it's high time Ricky's name appeared in a Hollywood gossip column. She'll contact Hedda Hopper at once! Miss Hopper plays herself. Lucille and Desi Arnaz co-star with Vivian Vance and William Frawley. (Film)

6 7 39 MEDIC—Drama

"Break Through Bars" stars Lee J. Cobb as a mild-mannered bank clerk who suddenly becomes high-spirited and irresponsible. Doctors diagnose him as a manic-depressive psychotic. (Film)

CAST

Henry Fisher .....Lee J. Cobb
Martha Fisher .....Lillian Culver
Sam Connors .....King Donovan
Mr. Lombardo .....Forrest Lewis

9 FOCUS

8:30 2 4 13 DECEMBER BRIDE

"Mexico" is Lily and Hilda's destination as they journey south of the border, only to spend their vacation in a cozy first-class jail. (Film)

6 7 39 ROBERT MONTGOMERY PRESENTS-Drama

"A Stone for His Son," by Gibson White. A westerner's race prejudice threatens to ruin his son's chances for a happy marriage. The play was directed by John Newland.

CAST

Gart Logan .....Walter Matthau
Meta Logan .....Anne Seymour
Dick Logan .....Lin McCarthy
Perrie .....Jo Rabb
Justice of the Peace .....Ed Latimer
Trapper .....Bill Mason

9 BANKO

9:00 2 4 STUDIO ONE—Drama

"The Conviction of Peter Shea," by Harry Junkin. A young girl, victim of a hit-and-run driver, lives just long enough to give evidence against young stockbroker Peter Shea. Throughout his trial, Shea proclaims complete innocence—but he is pronounced guilty by the jury and sent to jail.

9 BOXING—Eastern Parkway

Rudy Garcia, Los Angeles, Cal., vs. Nate Brooks, Cleveland, O., featherweights, 10 rounds. Bob Finnegan and Tommy Loughran report from Eastern Parkway, Brooklyn, N.Y.

TV GUIDE RATINGS

	Rating	B	W	L	D	KO's
Garcia	6	36	29	7	0	16
Brooks	None	14	10	4	0	3

Nate Brooks steps out of the bantamweight class to make his debut as a featherweight. Brooks, former American bantamweight champ, is a shifty boxer with plenty of class. Garcia, always a crowd-pleaser, can punch as well as box and should make Brooks' entry into the featherweight ranks an an interesting one.

Compiled by Nat Fleischer (The Ring)

13 RACKET SQUAD—Drama

9:30 6 CITY DETECTIVE—Police

7 BANKO—Bingo Game

13 BADGE 714—Drama

Jack Webb as Sgt. Friday.

39 FAVORITE STORY—Drama

Adolphe Menjou, your host.

10:00 2 EDDIE CANTOR—Comedy

4 BIG TOWN—Drama

Somebody's Birthday? Send your greetings now by Long Distance

Rates are lower after 6 o'clock every night and all day Sunday.

DES MOINES TO LOS ANGELES . . . $1.65

Station-to-Station rate for first 3 minutes. Plus tax.

6 TREASURY MEN IN ACTION
7 WEATHER—Duane Hunting
9 TOMORROW'S WEATHER
13 WEATHER
39 NIGHTCAP NEWS
10:05 7 NEWS—Nick George
9 NIGHT BULLETIN AND SPORTS SCORES
13 NEWS—Natl. and Internatl.
10:15 9 MARKET REPORTS
39 TV WEATHERMAN
10:20 7 13 SPORTS
39 SPORTS REVIEW
10:30 2 NEWS—Bob Johnson
4 MEET MILLIE—Comedy
Mrs. Bronson and daughter Millie decide the time has come to get a larger salary for Johnny Boone, Jr. When Johnny informs his father that he is quitting to join his father's closest business competitor, there's action a-plenty, and Mrs. Bronson and Millie spur young Boone's effort by "auctioning" Johnny's services.
6 WEATHER—Phil Kane
7 LATE SHOW—Movie
13 STOP THE MUSIC—Quiz
39 SADDLE AND SPURS
10:35 6 NEWS AND SPORTS
10:45 2 WEATHER TOWER
6 PLANTATION PARTY
10:50 2 TOWER THEATER—Movie
"Women in War." A socialite playgirl enters the war nursing service to escape a prison sentence. Elsie Janis, Wendy Barrie, Patric Knowles, Mae Clarke.
11:00 4 Late News and Weather
6 Tonight—Steve Allen
Steve's guests are comedian Mickey Deems and German chanteuse Greta Keller. Regulars Gene Rayburn, Skitch Henderson and the singers join in the music and merriment of the evening.
11:30 7 Late News Capsule
13 Movie Time
12:00 6 Coming Attractions
12:30 13 Late News

Direct from
VETERANS'
MEMORIAL
AUDITORIUM
In Des Moines!

1st Rounds
Thurs. Aft. 1:15—Eve. 7:15

Semi-Finals
Friday 7:15

Finals
Saturday 6:00

Brought to you by THE IOWA FORD DEALERS

WMT-TV Channel 2

MORNING

7:00 4 Morning Show—Jack Paar
Elsa Maxwell lets us in on some society secrets. Jack narrates the song, "What is a Little Girl?" Jazz pianist Teddy Wilson guests.
6 7 Today—Garroway
8:25 4 News and Weather
8:30 4 Morning Show—Jack Paar
8:45 2 Tower Preview
9:00 2 4 Garry Moore—Variety
See It Later .....Cast
Animal ..Brought by Ivan Sanderson
"Ca Fait Boom" .....Denise Lor
"I Belong to You" .....Ken Carson
6 7 Ding Dong School—Kids
Featuring Dr. Frances Horwich.
9:30 2 4 Arthur Godfrey Time
6 Way of the World—Serial
Jane forces Tom to realize his own feelings. Phyllis Kirk, Richard Derr. Final chapter of this series.
7 Film Subject
9:45 2 Featurette
6 7 Sheilah Graham
Glimpses into the life of guest-of-the-week Dan Dailey and behind-the-scenes news of filmland.
10:00 2 Arthur Godfrey Time
6 7 Home—TV Magazine
Music for Children .....Don Gillis
Income Tax Reminders...Sylvia Porter
COLOR Film.....Drive-In Church (Ft. Lauderdale, Fla.)
COLOR Fashions ...Dorsey Connors
Shopping News .....Hugh Downs
Chocolate Pixie Pie ....Kit Kinne
10:15 13 Good Morning Film
10:30 2 4 13 Strike It Rich—Quiz
11:00 2 4 13 Valiant Lady-Serial
Helen finds Bonny is gravely ill.
6 7 Tennessee Ernie—Music
11:15 2 4 13 Love of Life—Serial
11:30 2 4 13 Search for Tomorrow—Serial
6 7 Feather Your Nest-Quiz
Bud Collyer emcees. An early American living room is the prize today.
11:45 2 4 Guiding Light—Serial
13 Just for You

AFTERNOON

12:00 2 Noon News—Bill Roberts
4 The Inner Flame—Serial
Lt. Mitchell goes to Iris' apartment to try Dorie's typewriter.
6 Rural Roundup—Bill Gress
7 News and Farm Picture
13 Markets and News
12:10 2 Weather and Markets
12:15 2 13 Road of Life—Serial
4 Farm Almanac
6 At Home—Mary Marshall
12:30 2 4 Welcome Travelers
6 Especially for You—Ladies
7 Movie Matinee
13 Coffee Time Playhouse
1:00 2 4 13 Robert Q. Lewis
COLOR "All of You" .....Robert Q.
"Melody of Love" .....Chordettes
"Detour" ..Lois Hunt, Jaye P. Morgan
"I'm Little but I'm Loud" .....Jaye P.
6 Matinee Movie—Film
1:15 13 TV Presents
1:30 2 Home Fare—Ladies
4 Linkletter's House Party
13 Party Line 13
2:00 2 4 13 Big Payoff—Quiz
6 7 Greatest Gift—Serial
Ned speaks to Eve in New York.
2:15 6 7 Golden Windows
Charles realizes Grant's true identity.
2:30 2 4 Bob Crosby—Music
6 7 One Man's Family
Paul and Beth arrive in Yosemite Valley.
13 Tuesday Special
2:45 6 7 Miss Marlowe—Serial
Kit secretly phones Mrs. McClure in Florida. Louise Allbritton.
13 Bob Crosby—Music
3:00 2 4 Brighter Day—Serial
Mrs. Thompson informs Skip she doesn't want him associating with her son, Eddie, any longer. Judson Rees is Skip.
6 7 39 Hawkins Falls
Theresa Mayberry is fired.
13 Pleasure Time
3:15 2 4 13 Secret Storm—Serial
6 39 First Love—Serial
Petey and Tony set a date for leaving.

7 School of the Air
3:30 2 4 On Your Account—Quiz
6 7 39 Mr. Sweeney
13 Meditation Time
3:35 13 Let's Talk It Over
3:45 6 7 39 Modern Romances
Night-club owner Paul Stryker is threatened by orchestra leader Carleton Miller.
13 Cartoon Time
4:00 2 TV Playschool—Children
4 Frankly Feminine—Ladies
6 7 39 Pinky Lee—Variety
9 Mother Wilson's Kitchen
13 Roddy Mac Show
4:30 2 Corral Club—Marshal Jay
4 TV Classroom
6 7 39 Howdy Doody
Clarabell behaves so badly in her campaign for mayor that Buffalo Bob calls on a mysterious stranger for help.
9 Cowboy Club—Movie
13 Stand By for Action
5:00 4 Magic Carpet—Kids

SEE IT **FIRST** ON TV!

America's laugh best-seller
NO TIME FOR SERGEANTS
by MAC HYMAN

U. S. STEEL HOUR
produced by THE THEATRE GUILD
8:30 P.M. — TONIGHT
Channel 9 13

6 Singin' Sheriff—Children
7 Frontier Theater
13 Trail Tales—Western
39 Fun Time—Children
5:25 9 Crusader Rabbit—Cartoon
5:30 2 Gene Autry—Western
4 Barker Bill's Cartoons
6 Circle "6" Ranch-Cowboys
9 39 Captain Video—Space
Stars Al Hodge and Don Hastings.
5:45 4 News
9 Music Hall Varieties
39 Dick Russell Show
5:55 4 Weather

EVENING

6:00 2 Sports with Tait Cummins
4 Wild Bill Hickok—Western
The thrilling career of Abilene's famed marshal, Wild Bill Hickok, almost ends when he is knocked unconscious and thrown from a cliff into a lake. A young boy's quick thinking helps Hickok and Jingles round up the responsible outlaws.
6 Bud Wilkinson—Sports
7 News—John Bowles
9 Iowa Newsreel
13 Kukla, Fran and Ollie
39 Early Edition—News
6:15 2 Dateline Iowa-Bill Roberts
6 Four Star Sports—Hal Hart
7 Weather—Chet Behrman
9 John Daly—News
13 Weather, Sports, News
39 Sports Hi-Lites
6:20 6 Four Star News-Bill Mason
7 Sports—John Bowles
6:25 2 Weather Roundup
6 Weather Tower—Danico
39 TV Weatherman
6:30 2 4 13 Doug Edwards
6 7 Dinah Shore—Music
Dinah and the Skylarks sing "Make Yourself Comfortable," "The Water Tumbler Tune," "Unsuspecting Heart" and "High Society." (Hollywood)
9 Your TV Playhouse
39 Rockford Viewpoint

6:45 2 4 13 **Jo Stafford—Music**
We travel across the sea with Jo to a river bank in Erin, where she and the Starlighters offer "Danny Boy," "Dear Old Donegal," "MacNamara's Band," "Ko Ko Mo" and "It Might As Well Be Spring."

6 7 39 **News Caravan**

7:00 2 **LIFE WITH FATHER-Comedy**
Father Day is intent on arming the entire family against the burglars that have been roaming the neighborhood. Maybe the Day household will be next on the robbers' list! Leon Ames and Lurene Tuttle play Father and Mother day. The boys are played by: Malcolm Cassell, Steven Terrell, Freddy Ridgeway and Harvey Grant. (Film)

4 **DISNEYLAND—Features**

6 7 39 **MARTHA RAYE**
Lucky Martha plays hostess to Latin actor Ricardo Montalban. Her pal, Rocky Graziano, helps with the comedy confusion.

9 13 **BISHOP SHEEN—Talk**

7:30 2 **HALLS OF IVY—Comedy**
"Stolen First Edition." It all seems too good to be true when Vicky picks up a rare first edition of English poet John Donne in the college book store for under a dollar! Ronald Colman and his wife, Benita Hume, appear as Dr. and Mrs. Hall. Featured: Mary Wickes, Herb Butterfield, Moroni Olsen, Rolfe Sedan, Henry Blair.

9 **MEET CORLISS ARCHER**

13 **DANNY THOMAS—Comedy**

8:00 2 13 **MEET MILLIE—Comedy**
"Furnishing the New Apartment"

It costs less to call the folks back home now-by Long Distance

Rates are lower after 6 o'clock every night and all day Sunday.

DES MOINES TO LINCOLN . . . 55¢

Station-to-Station rate for first 3 minutes. Plus tax.

FRANK PARKER

(Continued from page A-2)

"The public is quick to forget," Parker asserted. "Few people remember me from before Godfrey. Today a performer has to spread his income over a longer period - - there's no making your pile in two or three years like the old days. Uncle Sam takes too big a bite."

Frank is understandably cynical about performers who make a "big splash" and create a nationwide craze. "Most of the time they wind up finding it hard to make a buck in three or four years," he said.

Parker, a veteran in his field, has followed the vagaries of show business fame and fortune for more years than he cares to count. His experience has taught him important lessons. TV GUIDE feels that the comments he had to make in Cedar Rapids were well worth recording.—*Don Badger*

THE COMPLETE STORY OF ART CARNEY

— also —

TWO YEARS LATER - - The story about the Chordettes, the effect that being fired by Godfrey had on them.

IN THE NEXT TV GUIDE

ON SALE THURSDAY

proves to be quite a chore for the Bronsons. They hire an interior decorator to do the job. Elena Verdugo, Florence Halop, Marvin Kaplan.

4 9 DANNY THOMAS

Danny and Margaret are engaged in a frantic search: Rusty has run away from home!

6 39 FIRESIDE THEATER

"No Time for Susan." Many are the problems that beset a girl as she changes from an awkward teen-ager into a lovely young woman! Melinda Markey, daughter of actress Joan Bennett, stars. (Film)

7 GREATEST STORIES

8:30 **2 FORD THEATER—Drama**

4 RED SKELTON—Comedy

Red's guest is vocalist Helen Grayco, wife of zany Spike Jones. (Hollywood)

6 CIRCLE THEATER—Drama

"Trapped," by Edgar Marvin. An embittered spinster, desperately afraid that her brother will marry and leave her alone, unwittingly sets the stage for his romance.

7 39 HEART OF THE CITY

9 13 U.S. STEEL HOUR

"No Time for Sergeants," adapted from the Mac Hyman best-seller. It's a bad day for the army when a backwoods boy from Georgia is escorted into the service! All hillbilly Will wants to do is stay in the infantry; but his tough sergeant and the camp commandants have other plans for him.

9:00 **2 BADGE 714—Police Drama**

Reed Hadley stars as Capt. Braddock.

4 DANGER—Mystery

6 39 TRUTH OR CONSEQUENCES—Quiz

7 PLAYHOUSE—Drama

9:30 **2 4 SEE IT NOW—Murrow**

6 RACKET SQUAD—Police

7 39 IT'S A GREAT LIFE

"Tijuana." Mrs. Morgan, Earl, Denny and Steve take a trip down to Mexico and befriend a few very unsavory characters. William Bishop, Michael O'Shea, James Dunn and Frances Bavier. (Film)

9 STOP THE MUSIC—Quiz

13 WATERFRONT—Drama

10:00 **2 THE LONE WOLF—Drama**

4 FAVORITE STORY—Drama

Adolphe Menjou stars in the dual role of pompous, self-centered Dean Wingate who substitutes his double, seafaring Jack Brine, in his place on a college campus. Wingate, interested only in completing his autobiography, has wife Leora train the old salt in the manners and habits of the Dean.

6 IT'S A GREAT LIFE—Comedy

7 WEATHER—Duane Hunting

9 TOMORROW'S WEATHER

13 WEATHER

39 NIGHTCAP NEWS

10:05 **7 NEWS—Nick George**

9 NIGHT BULLETIN AND SPORTS SCORES

13 NEWS—Natl. and Internatl.

10:15 **39 TV WEATHERMAN**

10:20 **7 13 SPORTS**

39 SPORTS REVIEW

10:30 **2 NEWS—Bob Johnson**

4 TOPPER—Comedy

6 WEATHER—Phil Kane

7 LATE SHOW—Movie

13 LIFE WITH FATHER-Comedy

39 PLAYHOUSE THEATER

10:35 **6 NEWS AND SPORTS**

10:45 **2 WEATHER TOWER**

6 CANDLELIGHT CAMEOS

10:50 **2 TOWER THEATER—Movie**

"Mountain Rhythm."

13 Movie Time

11:00 **4 Twenty Questions**

Actress Wendy Barrie is the guest of honor.

6 Tonight—Steve Allen

Steve Allen salutes photographer Edward Steichen, of the Museum of Modern Art, New York, on the occasion of the "Family of Man" photographic exhibit. These are Steichen's selections of the pictures which best express universal emotions and situations. The mobile unit travels to the museum to show highlights of the exhibit.

11:30 **4 Late News and Weather**

7 Late News Capsule

12:00 **6 Coming Attractions**

13 Late News

MORNING

7:00 4 **Morning Show—Jack Paar**
Top accordionist Matt Matthews is a guest. Jack Paar compares American and British cars with the help of English auto salesman Robert Wimbush.
6 7 **Today—Garroway**
8:25 4 **News and Weather**
8:30 4 **Morning Show—Jack Paar**
8:45 2 **Tower Preview**
9:00 2 4 **Garry Moore—Variety**
Herman the Hermit ..... Garry, Durward Kirby
"Butterfingers" ..... Denise Lor
"I'll Never Be the Same".. Ken Carson
6 7 **Ding Dong School-Kids**
9:30 2 **Janet Dean, R.N.**
4 **Arthur Godfrey Time**
6 **Way of the World—Serial**
Hostess Gloria Louis in her role as Linda Porter introduces a new tale by Louis Graham. An elderly lady bird-watcher from Utica comes to New York for a convention. When she returns home, she is slated to become companion to a wealthy but mean woman.
7 **Film Subject**
9:45 6 7 **Sheilah Graham**
More on the life of actor Dan Dailey. News of Hollywood.
10:00 2 **Arthur Godfrey Time**
6 7 **Home—TV Magazine**
Porch & Garden Furniture ..... Nancyann Graham
The Safe Operation ..... Dr. Leona Baumgartner
Baked Whitefish Mexicaine. Chef Philip
Music for Children ..... Don Gillis
10:15 13 **Good Morning Film**
10:30 2 4 13 **Strike It Rich—Quiz**
Today's Helping Hand: band-leader Dick Jergens.
11:00 2 4 13 **Valiant Lady-Serial**
Mickey is reluctant to go to Bloomfield.
6 7 **Tennessee Ernie—Music**
11:15 2 4 13 **Love of Life—Serial**
11:30 2 4 13 **Search for Tomorrow—Serial**
6 7 **Feather Your Nest-Quiz**
Contestants can win an early American dining room.
11:45 2 4 **Guiding Light—Serial**
13 **Just for You**

AFTERNOON

12:00 2 **Noon News—Bill Roberts**
4 **The Inner Flame—Serial**
Dorie learns that Mitchell has paid her a visit. Sidney Armus.
6 **Rural Roundup—Bill Gress**
7 **News and Farm Picture**
13 **Markets and News**
12:10 2 **Weather and Markets**
12:15 2 13 **Road of Life—Serial**
4 **Farm Almanac**
6 **At Home—Mary Marshall**
12:30 2 4 **Welcome Travelers**
6 **Especially for You—Ladies**
Featuring Pat Scott.
7 **Movie Matinee**
13 **Coffee Time Playhouse**
1:00 2 4 13 **Robert Q. Lewis**
COLOR "I Still Get Jealous" .....
Robert Q., Don Liberto, Jaye P. Morgan
Cameraman ..... Elliott Sullivan
6 **Movie Matinee—Film**
1:15 13 **"Rex" Presents**
1:30 2 **Home Fare—Ladies**
4 **Linkletter's House Party**
13 **Party Line 13**
2:00 2 4 13 **Big Payoff—Quiz**
6 7 **Greatest Gift—Serial**
Ned meets Harold and tells him he's changed his mind about the baby.
2:15 6 7 **Golden Windows**
Carl persuades Charles not to tell Julie the truth. Joe DeSantis.
2:30 2 4 13 **Bob Crosby—Music**
6 7 **One Man's Family**
Clifford pays his new neighbor a visit.
2:45 6 7 **Miss Marlowe—Serial**
Dr. Sims is troubled by Kit's symptoms.
3:00 2 4 **Brighter Day—Serial**
Randy tells Rev. Dennis of a theory he's developed which eliminates one suspect.
6 7 39 **Hawkins Falls**
Lona Corey encourages Dr. Bowdon's romance with a young lady.
13 **Pleasure Time**
3:15 2 4 13 **Secret Storm—Serial**

6 39 **First Love—Serial**
Grant goes to work on his plan.
7 **School of the Air**
3:30 2 4 **On Your Account—Quiz**
39 **Mr. Sweeney—Serial**
7 **Film Subject**
13 **Meditation Time**
3:35 13 **Let's Talk It Over**
3:45 6 7 39 **Modern Romances**
In the mail, Lisa receives her contract, which was in Stryker's pocket when he was shot.
13 **Betty and Suzy**
4:00 2 **TV Playschool—Kids**
4 **Frankly Feminine—Ladies**
6 7 39 **Pinky Lee—Variety**
9 **Mother Wilson's Kitchen**
13 **Roddy Mac Show**
4:30 2 **Corral Club—Marshal Jay**
Home, School and Community
6 7 39 **Howdy Doody**
The stranger turns out to be none other than "Mr. Nick," mayor of Clarabell's home town, Clowntown. Bob Nicholson has taken over the role of "Mr. Nick." Lou Anderson has inherited the part of Clarabell, formerly played by Mr. Nicholson.
9 **Cowboy Club—Movie**
13 **Stand By for Action**
5:00 4 **Magic Carpet—Stories**
To Be Announced
7 **Early Show**
13 **Trail Time—Western**
39 **Fun Time—Children**
5:25 9 **Crusader Rabbit—Cartoon**
5:30 2 **Superman—Adventure**
4 **The Buddies**
6 **Circle "6" Ranch-Cowboys**
9 39 **Captain Video—Space**
13 **Wild Bill Hickok—Western**
5:45 4 **News**
9 **Music Hall Varieties**
39 **Dick Russell Show**
5:55 4 **Weather**

EVENING

6:00 2 **Sports with Tait Cummins**
4 **You Asked for It-Requests**
Art Baker is your host.
7 **News—John Bowles**
9 **Iowa Newsreel**
13 **Kukla, Fran and Ollie**
39 **Early Edition—News**
6:10 6 **Four Star Sports—Hal Hart**
6:15 2 **Dateline Iowa-Bill Roberts**
13 **Four Star News-Bill Mason**
7 **Weather—Chet Behrman**
9 **John Daly—News**
13 **Weather, Sports, News**
39 **Sports Hi-Lites**
6:20 7 **Sports—John Bowles**
6:25 2 **Weather Roundup**
6 **Weather Tower—Danico**
39 **TV Weatherman**
6:30 2 4 13 **Doug Edwards**
6 39 **Eddie Fisher—Music**
Irish tenor Morton Downey is Eddie's guest on this St. Patrick's Day eve. Axel Stordahl conducts; Fred Robbins emcees.
7 9 **Disneyland—Features**
Winston Hibler, narrator of the true-life series, shows an animated cartoon of man's attempts to get to the bottom of the ocean. The cartoon hero, Homo Sapiens, progresses, over the centuries, from holding his breath, to the aqualung. Through the entire cartoon, he is shown responding to "The Siren Call of the Deep"—which turns out to be, of course, a beautiful mermaid. The audience is also shown the wonders of the ocean floor. (Repeat)
6:45 2 **Leo and His Pioneers**
4 13 **Perry Como—Music**
The Ray Charles singers join Perry to offer: "MacNamara's Band," "Melody of Love" and "Ko Ko Mo."
6 39 **News Caravan-Swayze**
Up-to-the-minute world news coverage.
7:00 2 4 13 **ARTHUR GODFREY**
6 39 **I MARRIED JOAN**
After Brad awards a judgment for back rent due against former movie idol Bucko Bob Brady, the judge and Joan decide the aging cowboy deserves a comeback. Hoot Gibson, himself a one-time cowboy great, plays the idol's role.

7:30 6 39 MY LITTLE MARGIE

"Margie's New Boy Friend." Vern gets fed up with Margie's boy friend Freddie and urges his daughter to choose a more manly swain. To illustrate his point, Vern brings his daughter to a Marine base. (Film)

(Pictures of Gale Storm's three sons in next week's TV GUIDE Magazine.)

7 NORGE PLAYHOUSE

9 STU ERWIN—Comedy

Stu and June try to spend a restful vacation far away from relatives and friends. So they say they're going north but go south instead. The Erwins play themselves, and Harry Hayden and Lela Bliss are seen as the Johnsons. (Film)

7:45 7 FILM SUBJECT

8:00 2 4 13 THE MILLIONAIRE

"The Story of Betty Jane Ryan." Before the Millionaire's secretary can give the $1,000,000 check to a nurse, the girl disappears—on the eve of her wedding night. (Film)

CAST

Michael Anthony .....Marvin Miller
Betty Jane Ryan ..... Jean Byron
Dr. Scott .....Richard Garland
Harper .....John Howard

6 KRAFT THEATER—Drama

Elizabeth Ross and James Daly star in "Jeannie," from the play by Aimee Stewart. When her father dies, a poor Scottish girl decides to take the little money he has left her and visit Paris, the city of her dreams. From the 1940 play, a 1941 movie was made in England.

7 MEET CORLISS ARCHER

9 MASQUERADE PARTY

39 SPORTS TIME—Wismer

8:15 39 INDUSTRY ON PARADE

8:30 2 4 13 I'VE GOT A SECRET

Actress Thelma Ritter keeps mum about the secret she's hiding from panelists Jayne Meadows, Bill Cullen, Faye Emerson and Henry Morgan. Garry Moore emcees.

7 ALL STAR THEATER

9 WHO SAID THAT?

Tonight's panelists include: actor Horace McMahon, actress June Lockhart and news analyst Bill Henry. John Daly moderates.

39 HOTPOINT THEATER

9:00 2 4 13 BOXING

Kid Gavilan, Havana, Cuba, welterweight, vs. Bobby Dykes, Miami, Fla., middleweight, 10 rounds. Russ Hodges reports from Miami, Fla.

TV GUIDE RATINGS

	Rating	B	W	L	D	KO's
Gavilan	5	119	99	16	4	27
Dykes	None	121	99	17	5	48

Three years ago Gavilan beat Dykes in a title fight, winning a split decision. Off his last two starts, the "Keed" is not the fighter he used to be. Dykes, a tall, clever-punching veteran, can hit harder than the Cuban, but he is short on stamina. Both fighters will be pointing for Win 100.

Compiled by Nat Fleischer (The Ring)

6 7 39 THIS IS YOUR LIFE

9 EISENHOWER NEWS CONFERENCE

9:30 6 ORIENT EXPRESS

7 BIG TOWN—Drama

The Illustrated Press is threatened with a libel suit as a result of Steve Wilson's editorials about the exorbitant financing charges of a used-car dealer.

9 TIMES SQUARE PLAYHOUSE

39 LONE WOLF—Mystery

Louis Hayward has the starring role.

9:45 2 4 13 RED BARBER—Sports

10:00 2 SHERLOCK HOLMES

4 I LED THREE LIVES—Drama

6 WHO SAID THAT?—Panel

7 WEATHER—Duane Hunting

9 TOMORROW'S WEATHER

Now's the time to talk it over by Long Distance

Rates are lower after 6 o'clock every night and all day Sunday.

DES MOINES TO MINNEAPOLIS . . . 65¢

Station-to-Station rate for first 3 minutes. Plus tax.

13 WEATHER
39 NIGHTCAP NEWS
10:05 7 NEWS—Nick George
9 NIGHT BULLETIN AND SPORTS SCORES
13 NEWS—Natl. and Internatl.
10:15 9 FILM
39 TV WEATHERMAN
10:20 7 13 SPORTS
39 SPORTS REVIEW
10:25 9 WRESTLING—Chicago
Favorite grunt-and-groaners in action.
10:30 2 NEWS—Bob Johnson
4 RAY BOLGER—Comedy
6 WEATHER—Phil Kane
7 FASHION FLOURISHES
13 MILLION DOLLAR MOVIE
"So This Is New York." So this is Henry Morgan? Yes sir, not in front of the cigar store but in Ring Lardner's story of a man from South Bend who decides to come to New York with his wife and paint the town red. Henry Morgan, Rudy Vallee, Bill Goodwin, Hugh Herbert, Leo Gorcey, Virginia Grey, Dona Drake.
39 STORIES OF THE CENTURY
10:35 6 NEWS AND SPORTS
10:45 2 WEATHER TOWER
6 SOIREE WITH SONTAG
7 LATE SHOW—Movie
10:50 2 SONG PARADE—Music
11:00 2 Tower Theater—Movie
"Out of the Storm." During the confusion of a holdup, a payroll clerk steals a huge amount of money. James Lydon, Lois Collier, Marc Lawrence, Richard Travis, Robert Emmett Keane.
4 Late News and Weather
6 Tonight—Steve Allen
Steve Allen's guests include singer Dorothy Collins and jazzman Dave Brubeck. Regulars include Skitch Henderson and Gene Rayburn.
39 Texas Rasslin'
11:30 7 Late News Capsule
12:00 6 Coming Attractions
13 Late News

MORNING

7:00 4 Morning Show—Jack Paar
Swing organist Ethel Smith is guest.
6 7 Today—Garroway
8:25 4 News and Weather
8:30 4 Morning Show—Jack Paar
8:45 2 Tower Preview
9:00 2 4 Garry Moore—Variety
"St. Patrick's Day Parade" .....Cast
Comedian .....Cliff Norton
6 7 Ding Dong School-Kids
9:15 2 Garry Moore—Variety
9:30 2 4 Arthur Godfrey Time
6 Way of the World—Serial
Miss Hoskins visits the top of the Empire State Building.
7 Film Subject
9:45 2 TV Feature
6 7 Sheilah Graham
Sheilah talks with guest, Dan Dailey.
10:00 2 Arthur Godfrey Time
6 7 Home—TV Magazine
Irish Ballads .....Susan Reed
Irish Dinner .....Kit Kinne
Left-Handed Child .Dr. Peter Neubauer
10:15 13 Good Morning Film
10:30 2 4 13 Strike It Rich—Quiz
Helping Hand: actor William Campbell, who debuts soon in the Kirk Douglas film, "Man Without a Star."
11:00 2 4 13 Valiant Lady-Serial
Mickey goes to see Bonny.
6 7 Tennessee Ernie—Music
11:30 2 4 13 Search for Tomorrow—Serial
6 7 Feather Your Nest-Quiz
Bud Collyer and Janis Carter help someone win an early American bedroom.
11:45 2 4 Guiding Light—Serial
13 Just for You

AFTERNOON

12:00 2 Noon News—Bill Roberts
4 The Inner Flame—Serial
Mitchell is pressed to make a quick arrest. Sidney Armus.
6 Rural Roundup—Bill Gress
7 News and Farm Picture
13 Markets and News
12:10 2 Weather and Markets
12:15 2 13 Road of Life—Serial
4 Farm Almanac
6 Know Your Schools
12:30 2 4 Welcome Travelers
6 Especially for You—Ladies
7 Movie Matinee
13 Coffee Time Playhouse
1:00 2 4 Robert Q. Lewis—Music
COLOR It's the wearin' of the green for Robert Q. and crew.
"Great Day for the Irish" .....Cast
"Irish Lullaby" .....Lois Hunt
"Harrigan" .....Robert Q.
Salute to CBS Doorman .....All
"MacNamara's Band" .....All
6 Movie Matinee—Film
13 Frontier Theater
1:15 2 Boys State Basketball Tournament
1:30 4 Linkletter's House Party
13 Party Line "13"
2:00 4 13 Big Payoff—Quiz
6 7 Greatest Gift—Serial
Eve talks to Fran about Ned.
2:15 6 7 Golden Windows
Charles reassures Julie about Carl and Otto. Leila Martin, Eric Dressler.
2:30 4 Bob Crosby—Music
6 7 One Man's Family
Mac and Joe call on Claudia.
13 Garry Moore—Variety
2:45 6 7 Miss Marlowe—Serial
Mike gives Barbara an ultimatum.
13 Bob Crosby—Music
3:00 4 Brighter Day—Serial
Sharky suggests to Crystal and Larry that they pin the murder on Charlie Garrett.
6 7 39 Hawkins Falls
Dr. Corey threatens to leave the case.
13 Pleasure Time

For a guide throughout the year, give a **TV GUIDE Magazine** to someone dear.

3:15 4 13 Secret Storm—Serial
6 39 First Love—Serial
Zach tells Petey that he has failed.
7 School of the Air
3:30 4 On Your Account—Quiz
6 7 39 Mr. Sweeney
13 Meditation Time
3:35 13 Let's Talk It Over
3:45 6 7 39 Modern Romances
Lisa and her fiance suspect her mother.
13 Story Book Lady
4:00 4 Frankly Feminine
6 7 39 Pinky Lee—Variety
9 Mother Wilson's Kitchen
13 Roddy Mac Show
4:30 2 Corral Club—Marshal Jay
4 It's a Fact
6 7 39 Howdy Doody
When Clarabell disappears to avoid "Mr. Nick," Mr. Bluster and Tizzie the dinosaur run for mayor.
9 Cowboy Club—Movie
13 Stand By for Action
4:45 13 Barker Bill's Cartoons
5:00 4 Magic Carpet—Stories
6 Make Believe—Stories
7 Frontier Theater
13 Trail Tales—Western
39 Fun Time—Children
5:25 9 Crusader Rabbit—Cartoon
5:30 2 Range Rider—Western
4 Barker Bill's Cartoons
6 Circle "6" Ranch-Cowboys
9 39 Captain Video—Space
13 Rin Tin Tin—Adventure
5:45 4 News
9 Music Hall Varieties

A GREAT STORY ABOUT
ART
CARNEY
"the other honeymooner"
on the Jackie Gleason show
IN THE NEXT
TV GUIDE

39 Dick Russell Show
5:55 4 Weather

EVENING

6:00 2 Sports with Tait Cummins
4 The Lone Ranger—Western
6 Bud Wilkinson—Sports
7 News—John Bowles
9 Iowa Newsreel
13 Kukla, Fran and Ollie
39 Early Edition—News
6:10 6 Four Star Sports—Hal Hart
6:15 2 Dateline Iowa-Bill Roberts
6 Four Star News-Bill Mason
7 Weather—Chet Behrman
9 John Daly—News
13 Weather, Sports, News
39 Sports Hi-Lites
6:20 7 Sports—John Bowles
6:25 2 Weather Roundup
6 Weather Tower—Danico
39 TV Weatherman
6:30 2 4 13 Doug Edwards
6 7 Dinah Shore—Music
In honor of St. Patrick's Day, Dinah and the Skylarks sing "How Are Things in Glocca Morra?" "Top of the Morning to You," "The Policeman's Ball," "Who Threw the Overalls in Mrs. Murphy's Chowder?" and "Danny Boy." (Hollywood)
9 The Lone Ranger—Western
"Sunstroke Mesa." The Lone Ranger and Tonto encounter a band of brutal outlaws as they try to teach values to a misguided youth. (Film)
39 Sports for the Family
6:45 2 Jerry Smith Show
4 Jane Froman—Music
Jane and the crew offer a tribute to the music of Frank Loesser, in the "Hall of Fame."
6 7 39 News Caravan
13 Pet Shop
7:00 2 FLORIAN ZABACH—Music
4 RAY MILLAND—Comedy
"The Professor Writes a Play" because Peggy McNulty refuses to accept the old adage, "Those who can, do; those who can't, teach!" (Film)

6 39 **YOU BET YOUR LIFE**
7 **COUNTERPOINT—Drama**
9 **TELE SPORTS DIGEST**
13 **STU ERWIN—Comedy**
7:30 2 **BOYS STATE BASKETBALL TOURNAMENT**
4 13 **SHOWER OF STARS**

COLOR Dan Dailey, Marilyn Maxwell, Joan Blondell, Jack Oakie and James Gleason star in a musical version of the Broadway hit, "Burlesque." Skid and Bonny Johnson, a song-and-dance team of the 1920's, split up when a big-time Broadway producer "discovers" Skid. Their marriage hangs in the balance as Skid leaves the show to conquer the great white way. Musical production numbers are:

"Don't Bring Lulu" ..... Dailey
"You Forgot" .....Dailey, Maxwell
"You're An Old Smoothie"..... Dailey, Maxwell
"Daughter of Rosie O'Grady"..Dailey
"Wedding March" .....Dailey

6 7 39 **JUSTICE—Drama**
9 **TREASURY MEN IN ACTION**

"The Case of the Tight Squeeze" concerns perfume brought into the United States illegally. Government agents get on the trail of a gangster and his moll connected with the smuggling.

CAST

Agt. Ross .....Russ Conway
Mike Prescott .....Paul Dubov
Charlotte .....Dani Sue Nolan
Spencer .....Hugh Sanders

8:00 6 7 39 **DRAGNET—Police**

While working out of homicide division, Smith and Friday answer a

Friends out of town? Call them now while Long Distance rates are down

It's quick. Personal. Satisfying. Rates are lower after 6 o'clock every night and all day Sunday.

OMAHA TO CHICAGO . . . 85¢

Station-to-Station rate for first 3 minutes. Plus tax

call from a bartender whose wife is missing. As they talk to the man a call comes from some kidnapers. Fearful for his wife, the bartender refuses to cooperate with the police. (Film)

CAST

Joe Friday .....Jack Webb
Frank Smith .....Ben Alexander
George Cabot .....Nesdon Booth
Dave .....Howard Culver
Carol Lawrence .....Louise Lorimer

9 I LED THREE LIVES—Drama

8:30 4 13 FOUR STAR PLAYHOUSE

"Henry and the Psychopathic Horse" stars David Niven as an eastern psychiatrist. While visiting a western ranch Henry tries to use applied psychology to break a wild horse. (Film)

CAST

Henry .....David Niven
Claire .....Barbara Lawrence
Milo .....Barton MacLane
Cal .....Hal Baylor
Andy .....Eddy Waller

6 7 FORD THEATER—Drama

Joanne Dru and Dennis Morgan star in "Celebrity." Several years before the action takes place, a socialite divorced her husband without telling him she was about to have a baby. She has tried to conceal from him the existence of his son, but now a newspaper exposes the secret. (Film)

CAST

Myla Marshall .....Joanne Dru
Chris Waring .....Dennis Morgan
Tony .....Richard Eyer
James O'Hara .....Harlan Warde
Suzie .....Eve McVeagh

9 SOLDIER PARADE—Talent

39 LIFE WITH ELIZABETH

Starring Betty White and Del Moore.

9:00 4 PUBLIC DEFENDER—Drama

"Brutality." Public Defender Bart Matthews is called in to defend a handsome youth who claims that the police beat him severely to get him to confess to a crime that he didn't commit. Reed Hadley, Christian Drake, Robert Brubaker, James Seay, Pat McMahon. (Film)

6 OZZIE AND HARRIET

7 VIDEO THEATER—Drama

9 FRONT PAGE DETECTIVE

13 BREAK THE BANK—Quiz

39 LIBERACE—Music

9:30 4 BISHOP SHEEN—Talk

6 TRIP THE TRIO—Quiz

9 MY HERO—Comedy

13 NAME THAT TUNE—Quiz

Joe Louis and Sugar Ray Robinson are Bill Cullen's special contestants. The two former champions will race each other for the prizes.

39 BANKO—Bingo Game

10:00 4 DOLLAR A SECOND—Quiz

6 WRESTLING

7 WEATHER—Duane Hunting

9 TOMORROW'S WEATHER

13 WEATHER

39 NIGHTCAP NEWS

10:05 7 NEWS—Nick George

9 NIGHT BULLETIN AND SPORTS SCORES

13 NEWS—Natl. and Internatl.

10:15 9 BUCKY O'CONNOR SHOW

13 SPORTS

39 TV WEATHERMAN

10:20 7 SPORTS—John Bowles

39 SPORTS REVIEW

10:25 13 CAPSULE MYSTERY

10:30 2 NEWS—Bob Johnson

4 BREAK THE BANK—Quiz

6 WEATHER—Phil Kane

7 LATE SHOW—Movie

9 IOWA BASKETBALL FILM

13 DOLLAR A SECOND—Quiz

39 STAR THEATER—Drama

10:35 6 NEWS AND SPORTS

10:45 2 WEATHER TOWER

6 OUTDOOR TRAILS—Sports

10:50 2 TOWER THEATER—Movie

"Youth on Parade." Comedy about young students who try to pull the wool over the eyes of a college professor. John Hubbard, Ruth Terry, Tom Brown, Martha O'Driscoll.

11:00 4 Late News and Weather

6 Tonight—Steve Allen

Humorist Jim Moran drops in to visit Steve Allen and the gang.

13 Movie Time

11:30 7 Late News Capsule

12:00 13 Late News

MORNING

7:00 4 Morning Show—Jack Paar
Johnny Maddox, whose hit recording is "Crazy Otto," is a guest.
6 7 Today—Garroway
8:25 4 Weather and News
8:30 4 Morning Show—Jack Paar
8:45 2 Tower Preview
9:00 2 4 Garry Moore—Variety
Careers for Children .....Garry
The Senator .....Clark Crandall
Folk Ballads .....Dylan Todd
Comedian .....Charles Manna
TV and Real Life .....Cast
"Love, Your Magic Spell"..Denise Lor
"St. Louis Blues" .....Ken Carson
"Three Ring Circus"..Ken and Denise
6 7 Ding Dong School-Kids
Dr. Frances Horwich with TV school.
9:30 6 Way of the World—Serial
Miss Hoskins meets a successful young actress.
7 Film Subject
9:45 2 Garry Moore—Variety
6 7 Sheilah Graham
Last day of the film visits with guest-of-the-week Dan Dailey.
10:00 2 TV Kitchen—Recipes
6 7 Home—TV Magazine
New Baby .....Nancyann Graham
Varieties of Rice .....Kit Kinne
Washington News .....Esther Tufty
10:15 13 Good Morning Film
10:30 2 4 13 Strike It Rich—Quiz
Helping Hand: singer Betty Clooney, of "The Morning Show."
11:00 2 4 13 Valiant Lady-Serial
Helen goes to visit Linda Kendall.
6 7 Tennessee Ernie—Music
11:15 2 4 13 Love of Life—Serial
11:30 2 4 13 Search for Tomorrow—Serial
6 7 Feather Your Nest-Quiz
Lucky winners get a semi-modern dining room. Bud Collyer, Janis Carter.
11:45 2 4 Guiding Light—Serial
13 Just for You

AFTERNOON

12:00 2 Noon News—Bill Roberts
4 The Inner Flame—Serial
Lt. Mitchell arrests Lawlor's murderer.
6 Rural Roundup—Bill Gress
7 News and Farm Picture
13 Markets and News
12:10 2 Weather and Markets
12:15 2 13 Road of Life—Serial
4 Farm Almanac
6 Pastor's Desk—Religion
12:30 2 4 Welcome Travelers
6 Especially for You—Ladies
7 Movie Matinee
13 Coffee Time Playhouse
1:00 2 Serta Theater—Drama
4 Robert Q. Lewis—Variety
6 Movie Matinee—Film
13 Frontier Theater
1:15 2 Robert Q. Lewis—Variety
1:30 2 Home Fare—Ladies
4 Linkletter's House Party
7 Film Subject
13 Party Line "13"
1:45 2 For the Ladies
2:00 2 4 13 Big Payoff—Quiz
6 7 Greatest Gift—Serial
Eve and Fran quarrel about Ned.
2:15 6 7 Golden Windows
Jane begins to suspect the truth about Carl. Vicki Cummings.
2:30 2 4 Bob Crosby—Music
6 7 One Man's Family
Mac reveals his intentions toward Claudia.
13 Channel "13" Special
2:45 6 7 Miss Marlowe—Serial
Mr. McClure joins Maggie at the hospital. Lois Holmes.
13 Bob Crosby—Music
3:00 2 4 Brighter Day—Serial
Patsy has some news for Aunt Emily.
6 7 39 Hawkins Falls
Tina Mulvane wants to meet her niece's beau.
13 Pleasure Time
3:15 2 4 13 Secret Storm-Serial
6 39 First Love—Serial
Zach collapses in Petey's apartment.
7 What's Your Trouble?
3:30 2 4 On Your Account—Quiz
6 7 39 Mr. Sweeney

13 Meditation Time
3:35 13 Let's Talk It Over
3:45 6 7 39 Modern Romances
Mrs. Zotock confesses her secret.
13 Betty and Suzy
4:00 2 TV Playschool—Kids
4 Frankly Feminine—Ladies
6 7 39 Pinky Lee—Variety
9 Mother Wilson's Kitchen
13 Roddy Mac Show
4:30 2 Corral Club—Marshal Jay
4 Tune Inn—Music
6 7 39 Howdy Doody
Bison Bill takes the candidate to Clowntown to learn to behave. Buffalo Bob asks Nick to stay. Ted Brown is Bill, Bob Smith is Bob.
9 Cowboy Club—Movie
13 Stand By for Action
5:00 4 Magic Carpet—Stories
6 Comic Cutups—Cartoons
7 Early Show
13 Trail Tales—Western
39 Fun Time—Children
5:15 2 Barker Bill's Cartoons
5:25 9 Crusader Rabbit—Cartoon
5:30 2 Smilin' Ed's Gang—Stories
4 Junior Red Cross Program
6 Circle "6" Ranch-Cowboys
9 39 Captain Video—Space
5:45 4 News
9 Music Hall Varieties
39 Dick Russell Show
5:55 4 Weather

EVENING

6:00 2 Sports with Tait Cummins
4 Rin Tin Tin—Adventure
7 News—John Bowles
9 Iowa Newsreel
13 Kukla, Fran and Ollie
39 Early Edition—News
6:10 6 Four Star Sports—Hal Hart
6:15 2 Dateline Iowa-Bill Roberts
6 Four Star News-Bill Mason
7 Weather—Chet Behrman
9 John Daly—News
13 Weather, Sports, News
39 Sports Hi-Lites
6:20 7 Sports—John Bowles
6:25 2 Weather Roundup
6 Weather Tower—Danico
39 TV Weatherman
6:30 2 4 13 Doug Edwards
6 39 Eddie Fisher—Music
7 Channel Chats
9 Industry on Parade—Film
6:45 2 Stumpus Boys—Music
4 13 Perry Como—Music
Perry sclos with "You'll Never Know" and "Nobody." The Ray Charles singers join him in "No More." The group also sings "Ballad of Davy Crockett."
6 7 39 News Caravan
9 Paradise Island—Music
7:00 2 DOUG FAIRBANKS—Drama
4 MAMA—Drama
"Mama's 'Machine'." School politics threaten the job security of a teacher. Mama uses her own methods and the "machine" to combat the opposition. Mama: Peggy Wood. Papa: Judson Laire. Dagmar: Robin Morgan. Katrin: Rosemary Rice. Nels: Dick Van Patten.
6 39 RED BUTTONS—Comedy
The hectic life of Red Buttons, husband and, incidentally, TV comedian, has another session of ups and downs. On hand are his wife, Phyllis Kirk; his pal, Joe Silver, and the network official, Paul Lynde.
7 ABBOTT AND COSTELLO
9 HOLLYWOOD HALF HOUR
13 FORD THEATER
7:30 2 BOYS STATE BASKETBALL TOURNAMENT
4 SUPERMAN—Adventure
6 GOLDEN OPPORTUNITY
7 WILD BILL HICKOK
9 FAVORITE STORY—Drama
13 TOPPER—Comedy
"Topper Makes a Movie," with the help of his ever-present friends, the Kerbys, when he is sent, incognito, to check on a loan given to a movie company. Leo G. Carroll plays the haunted Topper; Anne Jeffreys and Robert Sterling do the haunting. (Film)
39 LIFE OF RILEY—Comedy
"Up to the Jury." Peg is called for jury duty. She is about to give an excuse

when Riley impresses upon her that attendance is her civic duty. As a further persuasion he offers to care for the house. William Bendix, Marjorie Reynolds. (Film)

8:00 4 13 PLAYHOUSE OF STARS

In "Ride to the West," John Ireland stars as a fast man with a gun who likes to right wrongs without troubling with legal processes. He and his brother arrive at the town of Nightshade, where the only inhabitants appear to be an old man and his frightened granddaughter. But there is a third: insane Jack Mercy. (Film)

CAST

Hank Eagle .....John Ireland
Jeff .....James Millican
Old Man .....Richard Hale
Granddaughter .....Jean Howell
Jack Mercy .....Lee Van Cleef

6 7 BIG STORY—Drama

"The Case of the Twilight World" attracted the attention of reporter Valerie Nicholson of the Southern Pines, N.C., Pilot. On a routine check with the town public-health authorities, she discovered the case of a man who had isolated himself in the woods for over 10 years because he felt himself an incurable typhoid carrier.

9 STORY THEATER

39 DUFFY'S TAVERN

8:30 4 MISS BROOKS—Comedy

Walter Denton does it again as he "innocently" gets Miss Brooks into trouble by playing a premature April Fool's joke on Mr. Conklin. (Film)

CAST

Connie Brooks .....Eve Arden
Walter Denton .....Dick Creen
Mr. Boynton .....Bob Rockwell
Osgood Conklin .....Gale Gordon

6 DEAR PHOEBE—Comedy

"A Face for Phoebe." Editor Fosdick decides to give "Phoebe Goodheart" a huge publicity build-up. Only catch is Phoebe's supposed to be a benevolent, elderly female—and Bill Hastings is most obviously a handsome young male. Bill: Peter Lawford. Mickey: Marcia Henderson. Fosdick: Charles Lane. Humphrey: Joe Corey. (Film)

7 BREAK THE BANK—Quiz

9 13 THE VISE—Drama

"The Deception" in tonight's story lies in a sister's pretense that she has a suitor. But her escort blackmails her instead of wooing her. The spinster and her sisters are played by Marjory Stewart, Ann Stephens and Mary Parker. Ronan O'Casey plays the blackmailer. Filmed in England.

39 FRANKIE LAINE

9:00 4 13 THE LINEUP—Drama

A car is stolen and an elderly couple is viciously assaulted. Lt. Ben Guthrie and Insp. Matt Grebb use all available facilities to catch the youthful criminals responsible. (Film)

CAST

Lt. Guthrie .....Warner Anderson
Insp. Grebb .....Tom Tully
Insp. Asher .....Marshall Reed
Paul Weimer .....Tommy Cook

6 7 39 BOXING

Joe Lopes, Sacramento, Cal., lightweight, vs. Carmelo Costa, Brooklyn, N.Y., featherweight, 10 rounds. Jimmy Powers reports from Madison Square Garden, New York City.

TV GUIDE RATINGS

	Rating	B	W	L	D	KO's
Lopes	9	37	29	6	2	10
Costa	9	29	24	2	3	3

Should be the bout-of-the-week for the fan who appreciates skilled ringmen. Both boys can jab and move, and they are "winning" fighters. Costa has a style reminiscent of the classic boxers of the past, while Lopes, who knocked out Percy Bassett in his last bout, can punch as well as box.

Compiled by Nat Fleischer (The Ring)

Long Distance rates are lower after 6 o'clock every night and all day Sunday.

OMAHA TO NEW YORK . . . $1.45

Station-to-Station rate for first 3 minutes. Plus tax.

9 VIDEO "9"
9:30 4 13 PERSON TO PERSON
Ed Murrow pays electronic visits to the vast home of hotel magnate Conrad Hilton, in Bel Air, Cal., and the New York apartment of comic Red Buttons.
9:45 6 7 39 JAN MURRAY
10:00 4 TO BE ANNOUNCED
6 MASQUERADE PARTY-Panel
7 WEATHER—Duane Hunting
9 TOMORROW'S WEATHER
13 WEATHER
39 NIGHTCAP NEWS
10:05 7 NEWS—Nick George
9 NIGHT BULLETIN AND SPORTS SCORES
13 NEWS—Natl. and Internatl.
10:15 9 TV THEATER
39 TV WEATHERMAN
10:20 7 13 SPORTS
39 SPORTS REVIEW
10:30 2 NEWS—Bob Johnson
4 STU ERWIN—Comedy
6 WEATHER—Phil Kane
7 LATE SHOW
13 MUSICAL I.Q.—Quiz
39 FEATURE THEATER—Movie
10:35 6 NEWS AND SPORTS
10:45 2 WEATHER TOWER
6 AS I SEE IT—Ken Wagner
10:50 2 TOWER THEATER—Movie
"Scotland Yard Inspector." The investigation of a murder leads a newspaperman to a mental hospital and a motion-picture studio. Cesar Romero, Godfrey Keen.
11:00 4 Championship Bowling
6 Tonight—Steve Allen
Guest: jazz pianist Dorothy Donegan.
11:30 7 Late News Capsule
13 Movie Time
12:00 4 Late News and Weather
1:00 13 Late News

Stations reserve the right to make last-minute changes.

Watch Captain Braddock of the Police "Bunco Squad" take apart a "confidence game." The victim could be *you!*

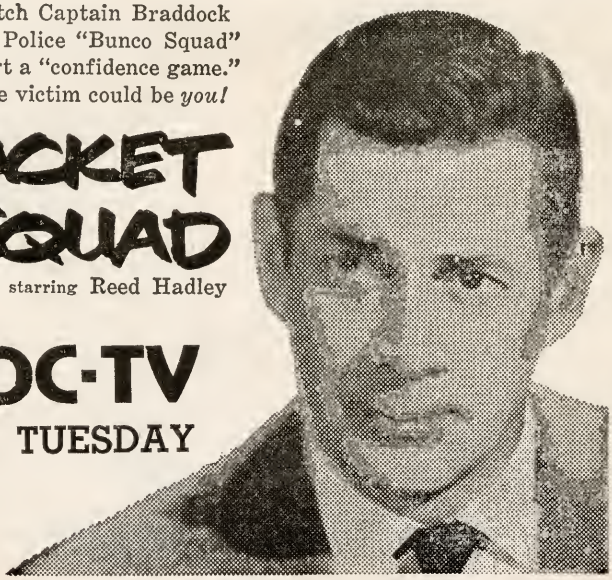
RACKET SQUAD

starring Reed Hadley

ON

WOC-TV

9:30 P.M. TUESDAY



Bob Cummings, photographer, joshes with pretty model, Gloria Marshall.

The Bob Cummings Show

PROGRAM OF THE WEEK

Movie star Robert Cummings is an old TV hand. In his first weekly foray into the medium, *My Hero,* still making the rounds in many communities, he played a scatterbrained real estate agent. In his second, the new *Bob Cummings Show,* he's changed vocations—now he's a photographer, surrounded by lots of lovely models, instead of just plain lots. Cummings is now more of a do-gooder, too. He refuses to photograph a movie queen who mistreats her co-workers; he knocks himself out trying to line up a date for his widowed sister.

The show offers some plusses. A skillful man with a wisecrack, Cummings deftly injects laughs into each episode. And the samples of feminine beauty displayed in every instalment should cause men to line up at every camera shop in the country.

The supporting cast is good. Anne B. Davis plays Bob's chief assistant, "Schultzie"—incredible, but amusing. Rosemary DeCamp scores consistently as Bob's sister, bemused observer of his many scrapes. Dwayne Hickman portrays her teen-age son.

But there are minuses, too. The characters, in many cases, are exaggerated beyond all link to reality. Situations are often "telegraphed." And because the slapstick is laid on too lavishly, laughs are sometimes grudging. But there's nothing wrong with the show that the writers couldn't fix by indulging in some soul-searching on the subject: how much farce is too much?

In former roles, Cummings billed himself as "Robert." Now he's "Bob." Whether this is plus or minus is anybody's guess.—*R.S.*

◀ Pawns: John Bentley, Eunice Grayson.

The Vise

The Vise is a television film series produced in London, with British players, by a pair of Americans, who have indicated a commendable desire to bring U.S. viewers "something different . . . England's finest talent."

The theme of the show is that people are trapped by their own misdeeds. The vise, apparently, is Fate closing in on them. There is nothing wrong with this —though it's hardly "something different"—as the springboard for a series. But *The Vise,* unfortunately, is caught in a vise of its own—between plots lacking in suspense and actors lacking in animation.

The series is hosted by a ruggedly handsome Australian lad, Ron Randell, who introduces each episode much as Ed Murrow introduces the news.

Randell is on for approximately 20 seconds, and he is by all odds the best part of the show.—*D.J.*

FINE TUNING By Ollie Crawford

Motorist arrested for having TV set in dashboard. This is a great way to see stars.

•

This could lead to a show called, *This Is Your Life, Wasn't It?*

•

Most states will allow a TV set in the dashboard only if the driver has four eyes. They figure a guy can be watching the 10-inch screen and overlook a 10-foot wall. He can tune in for *Our Miss Brooks* and end up in Old Man River.

•

The automobile TV set is a nice way to say *Howdy Doody* to the coroner.

One fellow put a TV set in his dashboard because he wanted to see the *Medic*—and he did. His favorite show now is *Janet Dean, Registered Nurse.* He was watching the soft shoulders, but they weren't on the road. This boy struck it rich—ran into a Texas oil millionaire. He could be watching Ray Bloch's orchestra and suddenly discover that everybody was playing golden harps.

•

As far as pedestrians were concerned, he was always tuned to *Down You Go.*

•

One night he was watching Groucho's show—*You Bet Your Life*—and he lost.

All Aboard-For TV

Dinah Shore Rehearses On A Hollywood-New York Train

For the first time since she started her twice-weekly NBC telecasts in November, 1951, Dinah Shore went on tour recently. Within 45 minutes after completing an Ed Murrow *Person to Person* interview in Beverly Hills, she hopped aboard the Santa Fe's "Super Chief" in Pasadena, accompanied by actor-husband George Montgomery, 6½-year-old daughter Missy (shown with her, above) and a considerable entourage. **continued**

EN ROUTE: Hour after hour, Dinah rehearsed future TV stints and a brand new supper club act. Above, she huddles with, from left, Earl Brown, of her singing group, the Skylarks; Missy (short for Melissa); Harry Zimmerman, musical director of *The Dinah Shore Show;* Jackie Joslin, of the Skylarks, and Dinah's arranger and accompanist, Ticker Freeman, who found pounding the keys in a crowded compartment quite a challenge. Because of the constant rehearsals, fellow passengers aboard the train were treated to a practically nonstop concert. Busy or not, Dinah made sure that she didn't neglect her maternal duties—like feeding Missy.

TRAIL'S END: Reason for the junket was Dinah's three-week stand at New York's posh Waldorf Astoria, where she reaped raves. "Working before a live audience," Dinah, still high on Cloud 9, later reported, "was like a tonic."

Television On Sunday

IT'S FILLED WITH THOUGHT-PROVOKING SHOWS

Anyone complaining that TV offers no cultural or literate programs should tune in his set any Sunday afternoon. There are now 15—count 'em, 15—separate shows, appealing to the viewer's more intellectual interests. These so monopolize Sunday schedules on some networks that scoffers refer to it as "egghead Sunday." And these shows deal with topics ranging anywhere from a discussion of genetics on *Adventure* to animals on *Zoo Parade*.

Why do the networks concentrate their intellectual fire on Sundays? Simply (so they say) because Sunday is traditionally a family day.

But there are under-the-surface considerations. If you'll notice, not all these programs are sponsored. The networks know that, even though Sunday is a family day, it represents time they can't always sell. So rather than permit their local affiliate stations to fill the day with old movies, the networks are using it to carry out their public service commitments.

In addition, top network executives candidly admit that Sunday scheduling gives the programs a better chance to be seen than at any other time. According to one network vice-president: "On the other nights people are seeking entertainment and not culture. By being scheduled on Sunday, these shows don't face the competition of the big, popular entertainment programs."

Not that the cultural shows don't draw big audiences. The telecast of "Macbeth" on *Hall of Fame* last November achieved a Nielsen rating of 25.5, meaning it reached an estimated 6,449,000 homes, enough viewers to fill an average-sized theater for 32 years' performances.

Whatever the real reason, there's something for almost every intellectual taste on Sundays.

CBS, for example, matches the wits of newsmen and political leaders on

Charles Collingwood takes two friends ▶ on an adventure in a world of long ago.

◀ U.N.'s Henry Cabot Lodge meets the press on a Sunday afternoon.

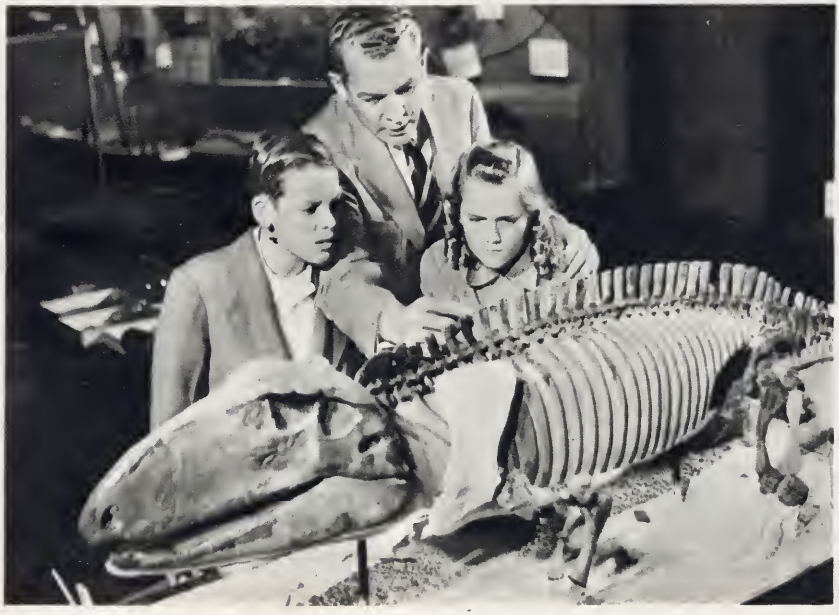
Face the Nation, offers literature on Dr. Frank C. Baxter's *Now and Then,* natural history on *Adventure* and news analysis on *The American Week. The Search* probes new accomplishments of broad scope achieved behind university doors. History is dramatized on *You Are There,* and *Omnibus* roams at large over the cultural landscape.

On NBC, *American Inventory* salutes various industries, *Youth Wants to Know* brings students and government officials face to face, and *Zoo Parade* intelligently views the animal kingdom. *Hall of Fame* is straight, but unusually high-toned, drama; *Meet the Press,* the granddaddy of newspaper interview shows, completes the lineup.

One of ABC's cultural contributions is *Horizons,* which deals exclusively with medical topics, and which is telecast on Sunday nights. Just last month ABC scheduled yet another entry to the "egghead Sunday" evening lineup—*Key to the Ages,* a series of discussion and documentary programs concerning art and literature.

Although these highbrow programs are concentrated on Sunday, there are a few on the air during the rest of the week. Probably the most famous of these is Edward R. Murrow's *See It Now,* which was originally a Sunday evening entry.

Withal, this is not meant to say that the regular entertainment programs are without their cultural contributions. Even straight variety shows, such as Ed Sullivan's *Toast of the Town,* have presented opera and ballet stars. Ballet is an integral part of Max Liebman's "spectaculars." And many of the hour-long dramatic shows are based strictly on an intellectual appeal.



The only difference between movie star Henry Fonda and many other people is that other people keep their secret ambitions secret. But Fonda has made no secret of his. He has wanted to portray Emmett Kelly, the famous sad-faced clown, ever since he laid eyes on him back in the Thirties.

His chance came when Kelly wrote his best selling book, "The Clown." Fonda bought movie and television rights, and will star in the TV ver-

Everything But The Peanuts

Kelly and Fonda: for one, a dream.

Fonda as Kelly: even to the greasepaint.

sion on the March 27 *GE Theater.*

The TV film is *GE Theater's* most expensive to date, the budget running close to $80,000. It is probably the most expensive half-hour TV film ever produced. The strained budget had to take care of a complete circus, hired specifically for the show, its big top completely filling an entire sound stage at Republic Studios. Also hired were more than 150 extras for the crowd, circus cast and crew, along with several professional acts, such as trapeze artists and a trained seal.

Kelly himself served as technical advisor on the film, his chief job being to supervise Fonda's make-up, which came entirely from Kelly's own private stock, with no studio greasepaint being used. Kelly, when pressed, can do his own face and get into his tramp rig in 17 minutes. Fonda's best time was 40.

Fonda, in his make-up, certainly cannot be described as handsome. The same goes for the actress who plays his wife, Eva, a trapeze artist. She's Dorothy Malone and the word best fitting her is—beautiful.

Henry Fonda Brings The Circus And A Famed Clown To Television

Dorothy Malone: a clown's little Eva. ▶

CONFIDENTIALLY...

by Earl Wilson

No Encores, Thanks, For Shriner; Jackie Gleason's Feast Or Famine

NEW YORK . . . Herb Shriner was asked whether "repeats" of *Two for the Money* might be run as summer replacements. Said ultra-honest Herb: "There's something about a television show that somehow entitles it to be forgotten when it's over." . . . When Herb and his wife, Pixie, were preparing to leave for some skin-diving in Florida, she found that, in packing bags, Herb had overlooked the snorkel. "You can hold it in your mouth all the way to Florida," the *other* comedian in the Shriner family told Herb.

■ *Jackie Gleason's diet tickles his friends. Immediately after his Saturday night show, Jackie orders up some beer. Then he starts eating and eats till the next Wednesday night. Jackie told one pal, "I only diet Thursdays, Fridays and the day of the show. What a lot of weight I could take off if I dieted every day!"*

■ Well-rounded comedian Jack E. Leonard ran into a couple of writers who've had wrangles with different comedians. "Who you fellows writing *against* this week?" he demanded . . . Several fighters are used as actors in CBS' upcoming *You'll Never Get Rich.* Its star, Phil Silvers, says: "We may not have the best show on television—but we can outfight anybody."

■ Ed Murrow could have a lot more outlets for *Person to Person* if he'd permit "kinnies"—but he insists the show must be live . . . Goodman Ace tells friends he won't be writing the Berle show next year . . . Garry Moore plans to take his wife and two sons sailing to Nantucket on his 35-foot yawl, "Red Wing," this summer. It's a 400-mile trip to and from New York, and Skipper Moore doesn't sail at night, so it'll be quite a voyage. "And no stops for autographing," he insists.

■ *Some TV stars are over-pompous on out-of-town trips. One went to a mid-midwestern city and declined a number of invitations. "I watch your program," a prominent local woman later told him. "I think you'd do better selling insurance."He was stunned, but she wasn't through, "On second thought," she said, "I don't think you could sell insurance."*

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HOLLYWOOD

Dan Jenkins reports:

Disneyland is now reaching an estimated audience of 47,350,000 and may become the new No. 1 show, following the reigns of King MILTIE and Queen Lucy. Lucy, though, is not easy to push out of that top spot . . . Incidentally, Disneyland starts all over (reruns) on ABC Wednesday, Mar. 16, with a third airing come summer. New product gets started in the fall.

* * *

NBC's mid-June "spectacular" will be a world championship rodeo from Texas and will star ROY ROGERS . . . JACK BENNY will be violin soloist with the Los Angeles Symphony Orchestra at a benefit here Mar. 17. He'll play it almost, but not quite, straight.

* * *

ELSA LANCHESTER and JAY C. FLIPPEN have tested for the Tugboat Annie film series leads . . . The Damon Runyon Theater bows on CBS Apr. 16 in the 10:30 EST Saturday night spot. Willy, the JUNE HAVOC show, moves to Thursday night . . . JEFF DONNELL, who plays GEORGE GOBEL's wife ALICE, becomes a mother in September. She's married to actor ALDO RAY.

* * *

A local show here, Musical Chairs, headlining songwriter JOHNNY MERCER, has been set by NBC as a summer replacement for either GOBEL or DURANTE-O'CONNOR . . . MARGARET and BARBARA WHITING are wrapping up the pilot of their long-planned film series, The Whiting Girls.

* * *

Warner Brothers has sold 191 LEON SCHLESINGER cartoon shorts to Guild Films--welcome news to all those late-afternoon cartoon shows . . . And about 2000 Paramount short subjects, including Popeye cartoons, are going into TV distribution . . . 20th Century-Fox is readying no less than 15 sound stages for TV film production, and considering Mr. Belvedere, Flicka, Mr. Moto and Charlie Chan as possible series material.

* * *

MICKEY ROONEY's Hey, Mulligan is being dropped after the telecast of Saturday, Apr. 9 . . . Hollywood TV director TED POST has turned down an offer to direct JACKIE GLEASON's The Honeymooners films in New York. He prefers it here. So does GLEASON--but not ART CARNEY.

* * *

Hollywood is so full of problems. My Little Margie needed a flock of midgets for a flying saucer episode. But all midgets were working in a DANNY KAYE picture. So they settled for kids. Or moppets, as they are called in the trade. Children, that is.

* * *

LIBERACE's new hand-beaded tuxedo, ordered for his Las Vegas opening, set him back $1475 . . . Many TV comedians double in the movies, but PINKY LEE is different. He's doubling in a comic strip . . . It's business-with-pleasure for BOB CUMMINGS. He'll shoot an episode for his show in Hawaii next summer.

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